



Ad Digger 12.4.2015

Description



Childish wonder, daring feats and mind-bending edits accompany this week's serving of sleek ad sync.

Brands got a little lofty this week â?? Finish took a more relentless and surreal tone than weâ??ve seen before ([and it worked rather nicely](#)) while Peter Dinklage [waxed grandiose](#) for Chrysler in the run-up to a certain HBO season premiere today. Animal mascots abounded elsewhere â?? GEâ??s [Invention Donkey](#) had a nicely gormless human foil and Virginâ??s [pigeon](#) skanked happily into the night with the help of The Selector.

Honda â?? Endless Road

Honda celebrate the eternal whirl of innovation with an M.C. Escher style diorama of perpetual SUV motion. The slightly purgatorial air is wafted to eerie, surreal heights by Bernard Hermannâ??s theme for *Twisted Nerve* â?? the dreamlike Sixties instrumentation and unsettling whistle serve a more cheerful purpose here than they did in Kill Bill, mind you.

<https://www.youtube.com/watch?v=5u95Zc7AbDM>

Song: Twisted Nerve theme

Artist: Bernard Hermann

Agency: mcgarrybowen, London

Executive Creative Directors: Angus Macadam, Paul Jordan

Digital Production: MediaMonks

Baby Gap â?? Little Firsts

Thereâ??s sometimes a temptation to over-sweeten baby-focussed ads. Gapâ??s offering, all peace and tenderness, should stand as testament to the effectiveness of the understated: Cat Powerâ??s delicate cover of Phil Phillipsâ?? â??Sea of Loveâ??, just voice and autoharp, is a beautiful accompaniment to the tiny starsâ?? expressions of brand new wonder.

<https://www.youtube.com/watch?v=HamsdCdxpg4>

Song: Sea of Love

Artist: Cat Power

Agency: Wieden & Kennedy

Nike Golf â?? Ripple

With the two set to tee off together today at the Masters, Nike Golf released a timely tale of hero worship, tracking a tiny Rory McIlroyâ??s wide-eyed veneration of Tiger Woods through childhood and into precocious sporting stardom. Ludovico Einaudiâ??s â??Nuvole Biancheâ?? provides the stripped-back emotive through-line. However your feeling on the sport itself, itâ??s an engaging piece (and also a testament to the reassuringly long sporting lifespans of golfers).

<https://www.youtube.com/watch?v=CdhWhgA8Y0A>

Song: Nuvole Bianche

Artist: Ludovico Einaudi

BBC Radio 1 - Where It Begins

The latest ad for the BBC's most youth-oriented radio station is a bit of a head-scratcher. Despite the neon colour palette and scruffy vibe, instead of a rave scene here for a different class of fun: to ride a cage of death on that same motorcycle amid a hail of sparks, fuelled by the bouncing build and swoop of French DJ Watermat's "Bullit". The message is pretty vague, but the medium is a tonne of fun.

Song: Bullit

Artist: Watermat

Agency: Karmarama