



Big beats for Big Milk help Algida stay cool

Description



Ice cream monarchs Algida created a coolly fanciful summer spot, showcasing the simple magic of their classic Big Milk ice cream (now upgraded with a strawberry zing) via a beach DJ's uncanny skills.

The spot needed an ice-cold beat to bring it all together â?? the shoulder-twitching groove of â??Uhâ?• by Fujiya & Miyagi (an English four-piece, despite the moniker), brought in the perfect note of summer-beating cool.

The spot airs in Poland, Romania, Slovakia and the Czech Republic. Disclaimer: remember that unless you have this DJâ??s particular set of skills, yoghurt and decks tend to mix poorly.