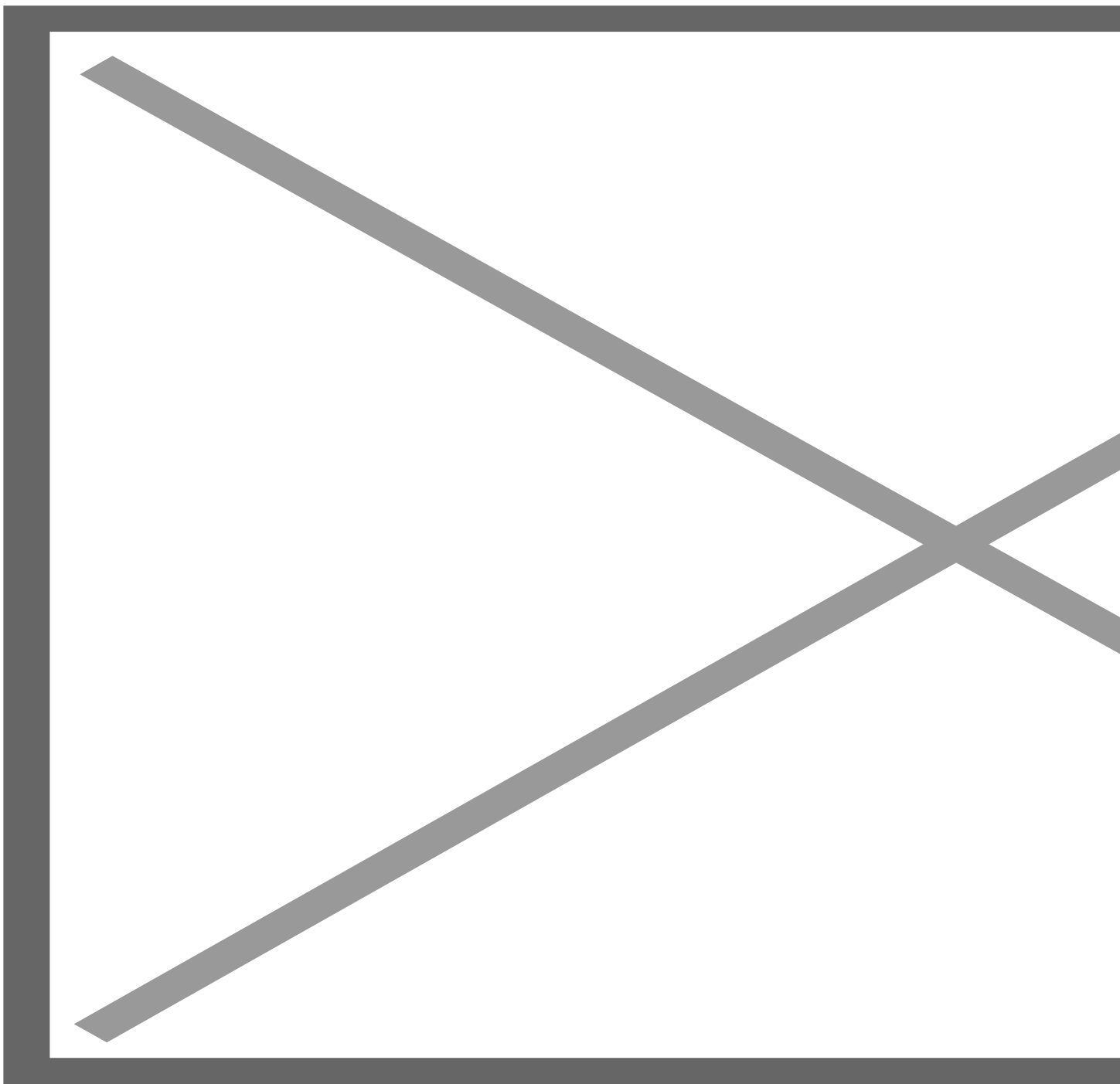




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Description



It's only the beginning of November, but this week's crop of fresh adverts has been packed with Christmas spirit. The most anticipated of which, was of course the next tear-jerking John Lewis instalment. But others also made the news. [Paypal's offering](#) was accused of ruining Christmas and hundreds of complaints were received about the ad's questioning of the existence of Father Christmas. Whereas, [Currys PC World](#) taught the world how to fake gratitude for unwanted Christmas presents with the help of actor, Jeff Goldblum.

Without further ado, a look at this week's best examples of music licensing in advertisement.

Call of Duty: Black Ops III – Seize Glory

The Call of Duty trailer is action-packed and star-studded. The trailer follows the everyday man – Kevin, who is transformed into an action hero with the narration of actor Michael B. Jordan. Accompanying Kevin as he dives, runs up walls and destroys his opponents singlehandedly, is The Rolling Stones' classic *Paint It Black*. Unfortunately, this adrenaline-fuelled soundtrack isn't enough, and he's wiped out by model and actress Cara Delevingne.

Song: Paint It Black

Artist: The Rolling Stones

Agency: 72andSunny

John Lewis Christmas Advert 2015 – Man On the Moon

Almost becoming a holiday in itself, the countdown to the release of the newest John Lewis advert was hotly anticipated. This year's advert tells the story of a lonely old – man on the moon, who receives a gift sent from a little girl on Earth. The featured sync is a cover of Oasis' *Half the World Away* by Norwegian singer songwriter, Aurora. The song is the perfect charming, emotional slow number for a sweet tale of friendship.

Song: Half the World Away

Artist: Aurora

Agency: adam&eveDDB

The Burberry Festive Film – Celebrating 15 Years of Billy Elliot

The Burberry Festive Film is a tribute to the 2000 British classic film, *Billy Elliot*. It features a host of celebrities jumping onto the screen, including Elton John, Julia Walters, Naomi Campbell, and Romeo Beckham, to name a few. Accompanying the jumping is T. Rex's *Cosmic Dancer*, a track that brings back nostalgia for the film, as well as a pleasant depart from the typical festive soundtracks.

Song: Cosmic Dancer

Artist: T. Rex

Agency: Burberry

Asda – Because It's Christmas

The Asda advert is markedly different from the rest of the Christmas adverts this year, in that it opts for an upbeat and saxophone led song by the former X Factor contestant, Fleur East. Unlike the other Christmas adverts this year, the advert is less sombre and celebrates Christmas as a party season with positive licensed music to match.

Song: Sax

Artist: Fleur East

Agency: VCCP

Forevermark

One man's proposal turns into a blockbuster style quest with the clever use of a heavy and rousing music licensing of a track by Sizzer Amsterdam, EJ Grob. The track, which sounds like it should be featured in *Game of Thrones*, portrays the long journey of diamonds in the rough.

Song: Compressed Carbon

Artist: Sizzer Amsterdam, EJ Grob

Agency: J. Walter Thompson Italy