

Ad Digger â?? 13.11.2015

Description



It may be Friday the 13th, but that doesnâ??t mean it has to be unlucky. This weekâ??s crop of advert releases certainly saw luck for those trying to outdo John Lewis for Christmas spirit. British supermarket chain, [Sainsburyâ??s](#), is now hotly tipped for the best Christmas ad 2015 title by Twitter, after it teamed up with best-selling childrenâ??s writer Judith Kerr to tell a sweet tale of a mischievous cat. Meanwhile, against all odds, one lucky contestant managed to survive [X Boxâ??s Tomb Raider](#) themed â??survival billboardâ??.

Hereâ??s some of the lucky ones who made it onto our sync music radar for Ad Digger:

Petit Bateau â?? â??The Mini Factoryâ??

The French clothing company Petit Bateauâ??s new ad features a mini factory powered by toys, a Jack Russell, and a little boy eating a lot of cupcakes. Energising the advert is a sync re-recording of Herbie Hancockâ??s â??Rockitâ?? by French music producer and DJ, Feadz.

Song: Rockit

Artist: Feadz (Re-recoding of Herbie Hancock)

Agency: BETC

Sony Playstation â?? â??The Wonderful Life of a PS4 Playerâ??

According to the latest Playstation advert, the life of a PS4 player is full of energy, walking up walls, and most importantly, lots of dancing. In their latest ad, a player does just that, with the backing of British electronic dance band The Chemical Brothers, nonetheless. As the player sweeps through his rather large house, he makes stops to pick up controllers, meet other users, and of course take part in a synchronised group dance.

Song: Go
Artist: The Chemical Brothers
Agency: 180 Amsterdam

Temptations â?? â??Say Sorry for the Holidaysâ??

In an attempt to tug at the heartstrings, Temptations cat treats have sync licensed Elton Johnâ??s â??Sorry Seems to Be the Hardest Wordâ??, to try to shame cat owners for the horrendous holiday outfits they put their feline friends into. Complete with cute festive outfits, the compilation of sad looking cats matched with teary music, gives the advert a charity Christmas-appeal feel. Fortunately for these cats, the donations are tasty treats.

Song: Sorry Seems to Be the Hardest Word
Artist: Elton John
Agency: adam&eveDDB

IKEA â?? â??Come Home to Playâ??

IKEAâ??s advert is a beautifully animated tale that looks like it has been taken straight from a childâ??s imagination. The pre-cleared music, a remix of â??Rolls Bayceâ?? by American experimental group Battles, is the perfect accompaniment to a story with lots of hurdles. As the music builds up and slows down, so does the action, a robot attempting, failing, and eventually succeeding at learning how to fly.

Song: Rolls Bayce (Hudson Mohawke Remix)
Artist: Battles
Agency: Mother London