



Best Sync Licenses of 2015 – Ad Digger Special

Description



It's that time of the year again where all the best of lists are coming out. There's already a few advertising related lists released, including [the Guardian's best ads of 2015](#), [advertising website Adweek's](#), and [YouTube's collection](#) of the top 10 most watched video adverts on their website this year.

So to get in the end of year spirit, we have compiled our own list, but with a focus of sync licensing.

In no particular order, here's our selection of the best pre-cleared music in adverts of 2015:

Budweiser – Lost Dog

This year's Budweiser Super Bowl commercial was a continuation from last year's puppy story, although sadly it's now been confirmed that [next year the puppies won't be making a come back](#).

In 2015's ad, an adorable Labrador goes missing and is found with the help of his horse buddies. Accompanying the advert, is a sweet cover version of the very catchy 80s song 'I'm Gonna Be (500 Miles)'. Somehow the cover of the song leaves you tearing up rather than laughing.

Song: I'm Gonna Be (500 Miles)

Artist: Sleeping At Last

Agency: Anomaly

Rekorderlig 'Silver Skaters'

Rekorderlig's humorous advert has a very powerful soundtrack from Sami singer Jon Henrik Fjällgren, supposedly sang by an ice-skating coach. It makes the advert feel a lot more serious, and also more ridiculous, than it really is.

Song: The Reindeer Herder's Joik

Artist: Jon Henrik Fjällgren

Agency: Saatchi & Saatchi

FATH 'Dog'

Emotion is rife in this PSA advocating organ donation. To accompany the heart-breaking story of an old man and his loyal doggy companion, audiences might recognise another song that they once cried their eyes out to. Yes, it's that song from the movie *Up*, which instantly makes you pay attention and start to feel teary-eyed.

Song: Married Life

Artist: Michael Giacchino

Agency: DDB, Argentina

IKEA 'Come Home to Play'

The music in IKEA UK's 'Come Home to Play' advert has the perfect rhythm and beat for the playful story of a robot trying to learn how to fly. As the action builds up and then drops as the robot starts to fall, so does the music. The music and advert is so seamlessly perfect together, it's almost like the music was made just for the ad.

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

Loterias y Apuestas del Estado â?? â??Justinoâ??

Thereâ??s no doubt that the Spanish lotteryâ??s advert was one of the best Christmas campaigns this year. With great animation, a lovable night guard and an emotional soundtrack, the advert was a viral hit.

Song: Nuvole Bianche
Artist: Ludovico Einaudi
Agency: Leo Burnett Iberia, Spain

John Lewis Home Insurance â?? â??Tiny Dancerâ??

One little girl wreaks havoc in the John Lewis Home Insurance advert, when she embodies the tiny dancer in Elton Johnâ??s â??Tiny Dancerâ??. We watch her dance her way through the house, almost knocking vases over and pulling down the curtains.

Song: Tiny Dancer
Artist: Elton John
Agency: Adam&EveDDB, London

Adobe â?? â??Dream Onâ??

To celebrate 25 years of Photoshop, Adobe shows audiences how dreamlike wonder can be created with the programme. The powerful pre-cleared music features prominently in the advert, where the lyrics are highlighted and the lead singer of Aerosmith, Steven Tyler, is animated.

Song: Dream On
Artist: Aerosmith
Agency: Goodby Silverstein & Partners, USA

Amazon â?? â??Lonely Little Horseâ??

In this adorable advert from Amazon Prime, the other horses shun a Shetland pony for being too small. The sync licensed music, Sonny & Cherâ??s â??Little Manâ?? gives the advert a folksy feel, as well as

emphasising the poor pony's height problem.

Song: Little Man
Artist: Sonny & Cher
Agency: Joint, London