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Description



This week in our pick of the best synchronised music in advertising we've found some beautifully shot campaigns from the likes of luxury beauty brand Yves Saint Laurent and car manufacturer Volvo, as well as a funny yet hard-hitting campaign with a serious message from American organisation Truth.

Yves Saint Laurent Irresistible

Desire attracts two neighbours in Yves Saint Laurent's new advert for its L'HOMME fragrance for men. The advert, shot in black and white and directed by music video director Collin Tilley, exudes sensuality and attraction. The synchronised music, an upbeat yet melancholic French electro-pop track by French duet AaRON, fits perfectly with the short film's beautiful cinematography.

Song: Blauson Noir
Artist: AaRON
Agency: BETC

Volvo – The Promise

In a beautiful campaign from car manufacturer Volvo, emotion is accelerated with slow piano-driven synchronised music. The campaign, which highlights the dangers of driving, ends with Volvo's CEO envisioning that in the future no one will be killed or seriously injured in a Volvo. With striking imagery, engaging music and a strong message, the advert makes a big impact.

Song: Care
Artist: Petter Winnberg
Agency: Forsman & Bodenfors

Truth – CATmageddon

In this shockingly cute spot from American youth tobacco prevention campaign, Truth, the Internet's obsession with cat videos is given an expiration date. Claiming that second-hand smoking kills cats, the PSA predicts cat videos will soon disappear too. Targeting a younger generation, the campaign knows its audience well, featuring in the advert Internet famous cats and a loud, in your face electronic sync license, which grabs a younger viewer's attention.

Song: Booty Loose
Artist: Party Favor ft. Fly Boi Keno
Agency: 72andSunny