



Ad Digger 4.3.2016

Description



This week in our pick of the best synchronised music in advertising weâ??ve picked some feel good campaigns and music from the likes of Android, M&Ms, Converse and Dogs Trust.

Android â?? â??Rock, Paper, Scissorsâ??

First aired during the commercial break at the 2016 Oscars, Androidâ??s kooky advert features an animated rock, paper and scissors standing together against bullying. The advert, which encourages

Android users to stick out and be unique, is reminiscent of the average feel good 80s high school movie
â?? complete with a rousing 80s sync license and ending with a synchronised jump.

Song: St. Elmoâ??s Fire

Artist: John Parr

Agency: Droga5

Converse â?? â??Weatherâ??

Converseâ??s Chucks are given an upgrade in this â??hackâ?? advert that demonstrates how you can use your shoes to predict the weather and know if itâ??s a good time to go out surfing or stay inside. The synchronisation of a relatively unknown San Francisco band, The Strange Land, fits perfectly with Converseâ??s image as a cool, young brand that is ahead of the trends.

Song: In the Idle Eye

Artist: The Strange Land

Agency: Chapter

M&Mâ??s â?? â??Candymanâ??

To celebrate the 75th anniversary of M&Mâ??s, singer Aloe Blacc and music producer Zedd have created a modern cover version of Sammy Davis Jr.â??s â??The Candy Manâ??. The advert sees the famous red M&M and yellow M&M trying to recreate a cover before being replaced by Blacc and Zedd. To mix up the old with the new, like the sync license, the advert features clips of the confectionery brandâ??s past and current advertising.

Song: Candyman

Artist: Zedd & Aloe Blacc

Agency: BBDO, NY

Dogs Trust â?? â??Special Someoneâ??

One hopeful dog awaits his dream owner in this emotional advert from UK charity Dogs Trust. The advert manages to maximise the emotion by following the successful strategies of Christmas adverts by featuring an acoustic cover by a female singer-songwriter. This time the message of the cover, â??I Only Want to be With Youâ?-, fits the story of a dog awaiting a one of the kind owner very well.

Song: I Only Want to Be With You

Artist: Hope

Agency: Kitcatt Nohr