



Ad Digger 15.4.2016

Description



This week our pick of advertising’s best synchronised licensed music is packed with emotion, with inspiring adverts from Nike and Apple and a sensitive spot from Xbox.

Xbox/Gears of War – The Nightmare of Tomorrow

Xbox cranks up the emotion in their new advert for the fourth Gears of War videogame. With flashbacks of the character's former happier moments in life during a particularly grizzly chase, sympathy for the character is stirred up. The sync license, a slow-downed cover of 'The Sound of Silence' by heavy metal band Disturbed, adds an extra layer of sadness.

Artist: Disturbed

Song: The Sound of Silence

Agency: twofifteenmccann

Nike 'Spark Brilliance'

French footballer Blaise Matuidi's life is transformed when he sees fellow footballer Jay Jay Okocha play live on TV in this energetic spot from Nike Football. From that moment on he's focussed on training non-stop until he makes it to the big time. Following his journey is synchronised music about working hard, the inspirational funk song 'Shining Star' by Earth, Wind & Fire.

Artist: Earth, Wind & Fire

Song: Shining Star

Agency: Wieden+Kennedy, Amsterdam

Apple 'Chase'

Apple released a series of ads this week featuring various celebrities getting to grips with the Apple Watch. In one spot Alice Cooper uses it to track his calories burned during golf, in another Chloë Sevigny uses the watch to find her phone, and in this spot, Nick Jonas competes against his older

brother Joe. Aptly titled 'Chase' and featuring synchronised music with lyrics about catching up, the advert effectively demonstrates how runners can make the most of the watch.

Artist: The Delfonics

Song: Ready or Not Here I Come (Can't Hide from Love)

Agency: TBWA\Media Arts Lab