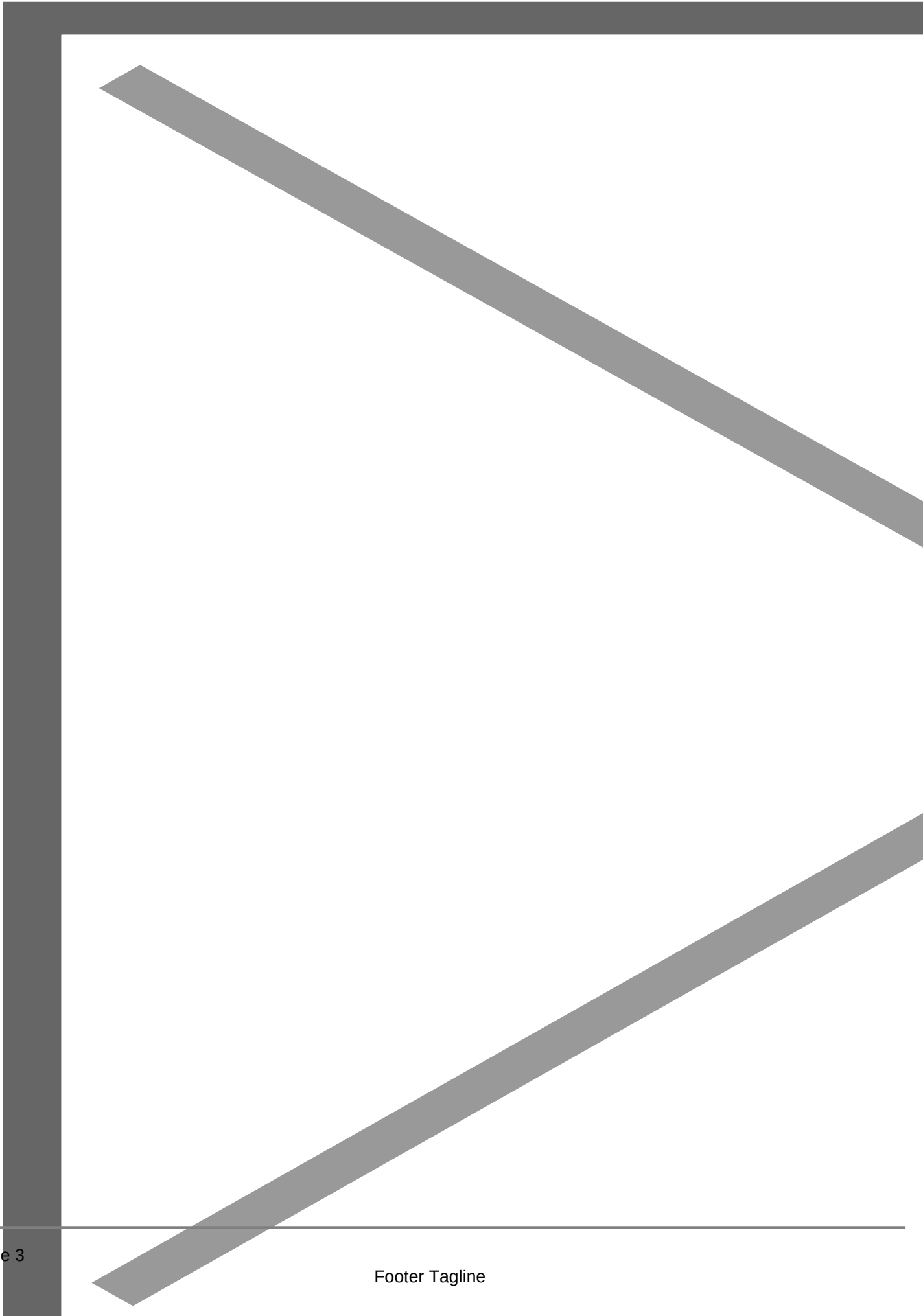




Ad Digger 6.5.2016

Description



This week's pick of the best sync licensed music brings together fun and creative spots from Lacoste, Method and an emotional spot from Dreyer's.

Lacoste's Support with Style

Lacoste sees stylish synchronised dancers travel through Paris in this colourful advert. Featuring synchronised music from French electro band The Shoes, the choreography mimics the track.

Artist: The Shoes

Song: Do It Again

Agency: BETC, France

Method's Fear No Mess

Making a mess is great fun in this spot from American soap brand Method. The advert sees a mother and son play a messy game of meatball golf together, that's been slowed down for the viewer to see the ultimate amount of destruction. The sync license adds humour to the hedonistic chaos.

Artist: The Joy Tones

Song: This Love That I'm Giving You

Agency: MUH-TAY-ZIK | HOF-FER

Dreyer's Togetherness

American ice-cream brand Dreyer's spark some tears in this emotional advert about togetherness. As families come together, a sickly sweet sync license of 'True Colors' adds to the power of the campaign.

Artist: Ane Brun

Song: True Colors

Agency: Goodby Silverstein & Partners