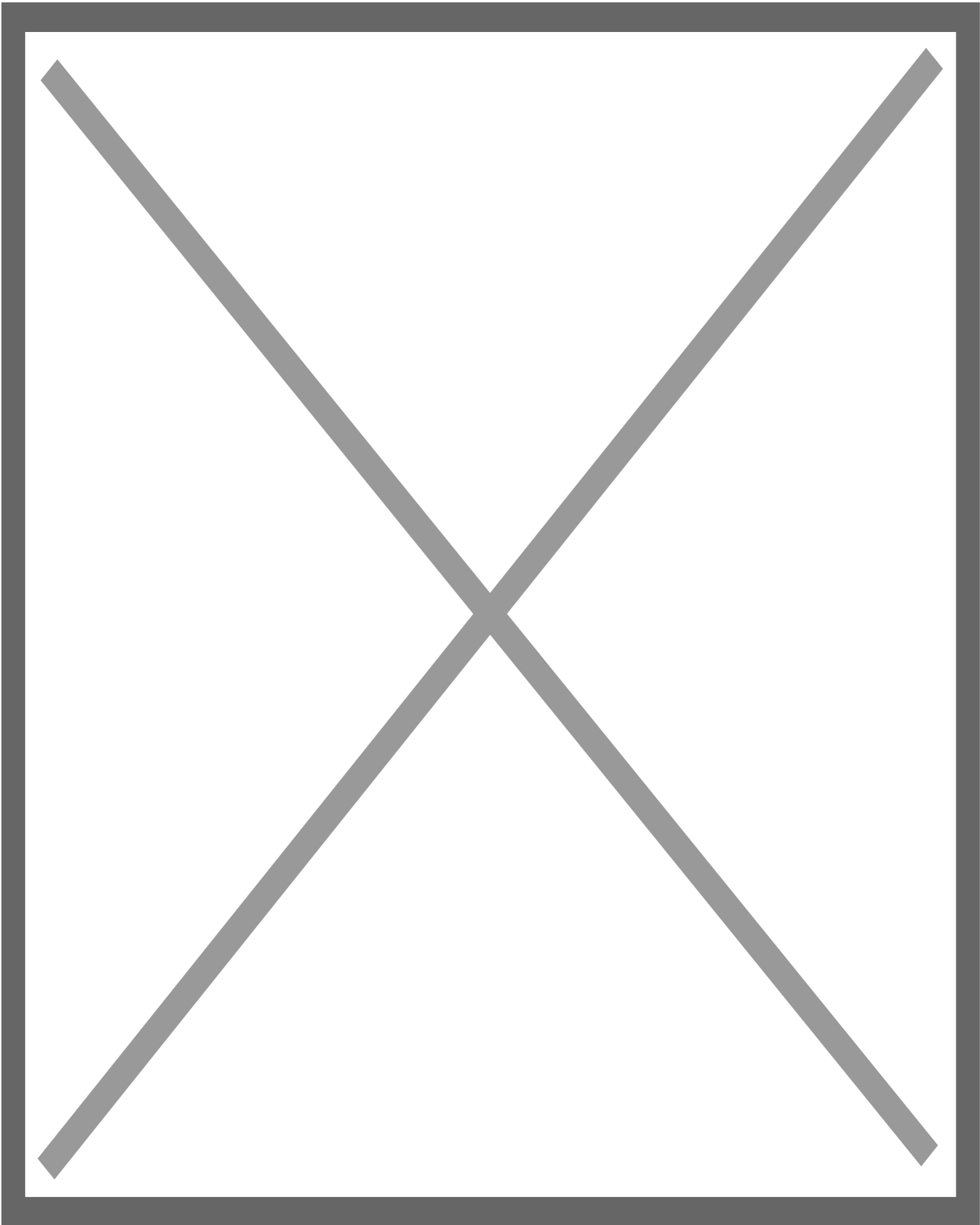




Ad Digger 13.5.2016

Description



This week on Tracks & Fieldsâ?? pick of the best synchronised music in advertising we have some chill music from Corona, a story of best friends from Cadbury and a touching PSA from AIL.

Corona ??? ????The Flow??

Corona sets the mood for summer with this new advert featuring the beach, waves, surfing and some chilled synchronised music from Texan band Khruangbin. The synchronised track gives the perfect atmosphere for the advert with its soft dream-like psychedelia.

Artist: Khruangbin

Song: The Number 4

Agency: Wieden+Kennedy, Amsterdam

AIL ??? ????The Good News??

Italian non-profit AIL tug on the heartstrings with simple copy in this PSA about child leukemia research. The synchronised music, a slowed down track by Belgian band Amatorski, adds to the emotion of the spot.

Artist: Amatorski

Song: The King

Agency: J. Walter Thompson, Rome

Cadbury ??? ????Two Best Friends??

A lonely piece of Cadbury Dairy Milk becomes best friends with an Oreo cookie in this delightful animated advert. With perfectly suited synchronised music about belonging together, the advert depicts the adventures of the new best friends, whose emotions are emojis.

Artist: The Parson Red Heads

Song: Side By Side

Agency: Saatchi & Saatchi, Sydney