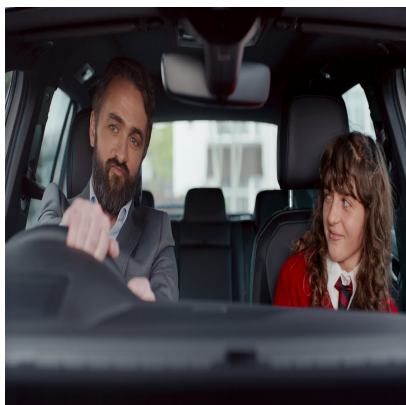
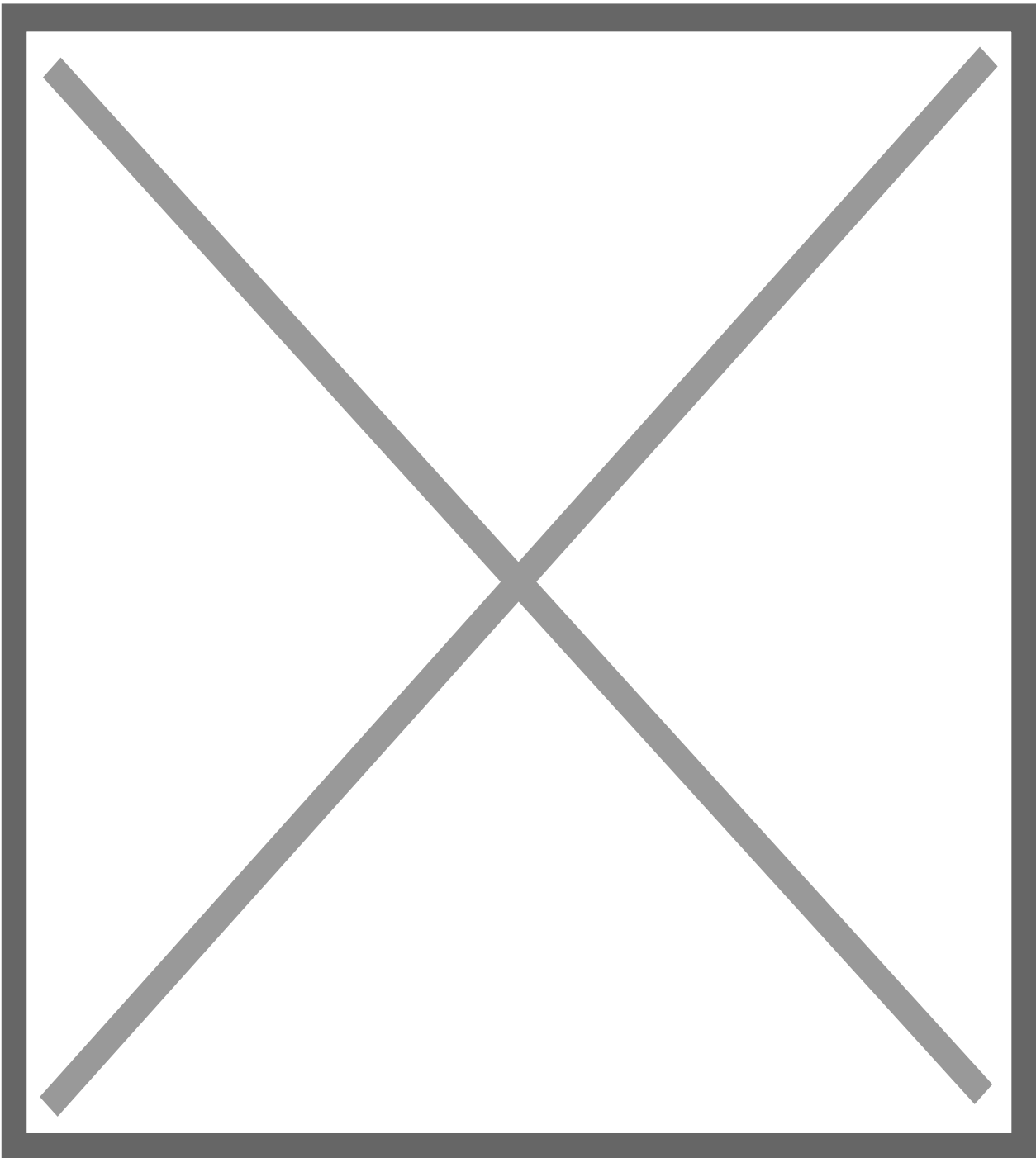




Ad Digger ??? 27.5.2016

Description



Music brings out the coolness of brands in this week's ad digger, which sees car manufacturer Volkswagen gain some street credit with teenagers, Audi develops their own 3D song, and Marks & Spencer bring out the spirit of dance in their summer produce.

M&S ??? Food Adventures in Rhythm??

British food and clothing store Marks & Spencer continue with their dancing food adverts, this time with a summer theme. Summer fruits and drinks jump and move to the rhythm of the track, which is an instrumental version of Clean Bandit's hit song 'Rather Be'.

Artist: Clean Bandit

Song: Rather Be (Instrumental)

Agency: RKCR/Y&R, London

Audi 'The 3D Song'

Together with Swedish electronic duo Cazzette, Audi have created a 3D song that can only be heard in the new Audi A4. The track optimizes all of the speakers in the car, so that drivers will have a real 3D sound experience. Although not 3D, the new track 'Blue Sky' is the synchronised music in the advert.

Artist: Cazzette ft. Laleh

Song: Blue Sky

Agency: Åkestam Holst, Sweden

Volkswagen 'The Big Arrival'

The school run can be embarrassing for teens, but fortunately not for one girl who gets to ride to school in her dad's new Volkswagen Tiguan. With everyone staring in amazement, the two bask in the glory of arriving at school in a cool car. The synchronised music, the track 'Hip Hop' from Dead Prez,

adds to their prestige.

Artist: Dead Prez

Song: Hip Hop

Agency: Adam&EveDDB