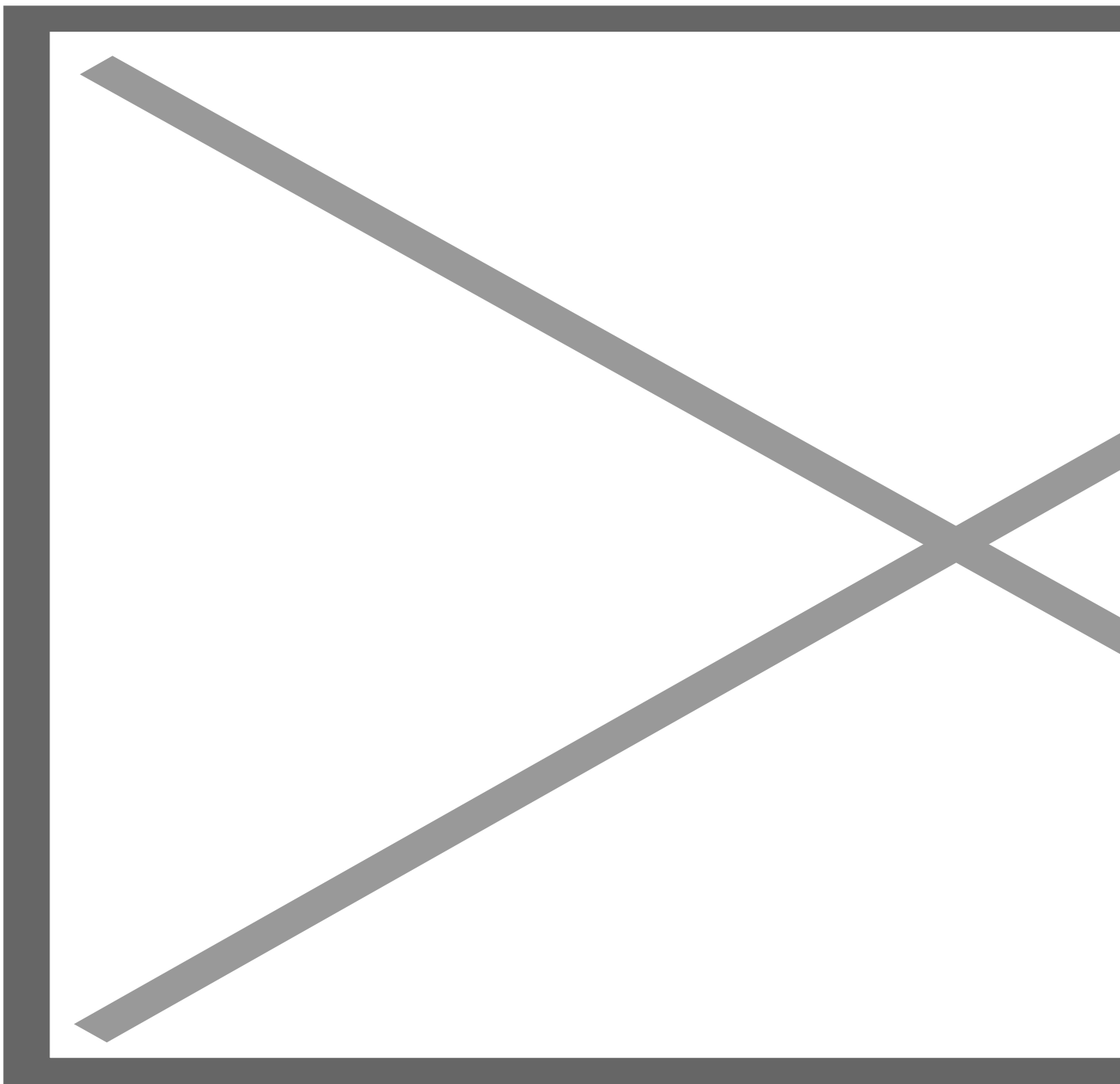




Ad Digger 10.6.2016

Description



This week's pick of the best music in advertising features toe-tapping new adverts from the likes of Amazon, IKEA Italy and Audi.

Amazon's New Neighbour

Amazon Prime showcases their new two-hour delivery with a heartfelt advert. The advert sees a little boy welcome his lonely new neighbour and features a sweet sync license from Jon Brion.

Artist: Jon Brion

Song: Little Person

Agency: Bare Films

IKEA â?? â??Survivorâ??

One unlucky guy gets stuck on his roof terrace in IKEA Italyâ??s fun new advert. With just tomatoes to eat, he makes the best of a bad situation. Adding to the humour of the advert and the scarce food, is a sync license of the track â??Donâ??t Touch Me Tomatoâ??.

Artist: George Symonette and the Native Bahamian Rhythms

Song: Donâ??t Touch Me Tomato

Agency: AUGE, Milan

Audi â?? â??Spinâ??

Car manufacturer Audi slows down the pace in their sleek new advert. The advert, which uses Dusty Springfieldâ??s â??The Windmills of Your Mindâ??, is simple but effective.

Artist: Dusty Springfield

Song: The Windmills of Your Mind

Agency: BBH, London