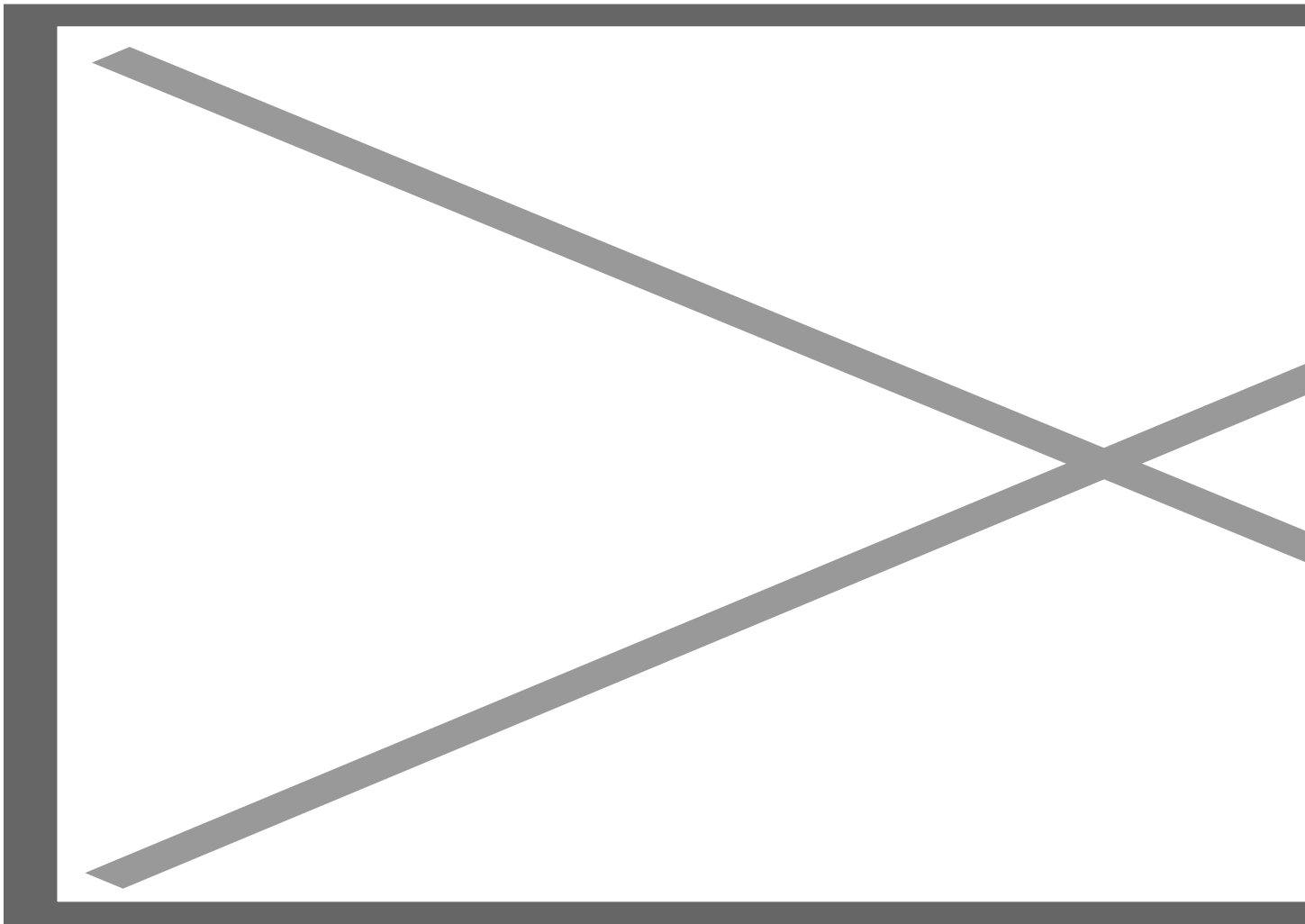




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Description



This week's pick of the best synch music in advertising gets sassy with a fierce spot from Magnum ice cream, some shopping cats from Netto, and fans chasing the game from Booking.com.

Magnum ??? ????Release the Beast???

Ice cream brand Magnum unleashes the beast in this feisty new advert. Various models reveal their fierce spirit animals, in the form of tigers, lions, jaguars or polar bears walking alongside them as they take on the world. The sassy spirit of the advert is complimented by a synch of Jack White's "High Ball Stepper". The catchy synch music, which features fierce guitar riffs, adds to the power and allure of the spot.

Artist: Jack White

Song: High Ball Stepper

Agency: LOLA MullenLowe, Madrid

Netto ??? ????Netto-Katzen???

German supermarket chain Netto's newest advert has gone viral with over 7 million views currently on YouTube. The advert takes advantage of the Internet's fascination with cats by featuring various famous cats, alongside popular cat memes, such as the discovery that some cats are afraid of cucumbers. For the synch, the brand stuck with the Internet cat theme, and licensed the track "Magic Fly" from French synth band Space, but this time covered by cats.

Artist: Space Cats

Song: Magic Fly

Agency: Jung von Matt

Booking.com ??? ????Get in the Game???

Travel accommodation website booking.com drums up excitement for a summer of sport in their new advert. The advert, which sees fans soaking up the atmosphere for tennis, football, surfing and even gymnastics, has a celebrity endorsement spot from Thierry Henry. Stirring up the sporting fun is beat-heavy synch music from New Zealand singer-songwriter Gin Wigmore.

Artist: Gin Wigmore

Song: New Rush

Agency: Wieden + Kennedy, Amsterdam