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Description



This week's pick of the best music in advertising is bursting with great synch licensed tracks in new adverts from Gatorade, Coca-Cola and Smart Energy.

Smart Energy's Gaz & Leccy

Gaz and Leccy (gas and electricity) run riot in this humorous advert for the British government's new smart meter campaign. Using all the energy devices they can get through to fight each other, the advert is a cheerful hint at conserving energy. Although what really powers the advert is the lively synch

licensed track “Ballroom Blitz” by glam rock band Sweet.

Artist: Sweet

Song: Ballroom Blitz

Agency: AMV BBDO, London

Gatorade “Never Lose the Love”

Athletes Serena Williams, Usain Bolt, Paul George and April Ross all star alongside their younger selves in this adorable Gatorade advert. The younger athletes act as their determined inner selves, encouraging them to power through and never give up. The synch licensed track of Jimmy Durante’s version of “Young at Heart” draws up the youthful theme of the advert.

Artist: Jimmy Durante

Song: Young at Heart

Agency: TBWA\Chiat\Day

Coca-Cola “Rain”

American professional golfer Jordan Spieth stars in this “improvised” Coca-Cola commercial. The story goes that the normal outdoor golf advert has been forced to be cancelled due to the rain, so Spieth takes advantage of whatever seems golfball-hole worthy and plays a game inside his trailer. Adding to the coolness of the advert is a synch licensed track from Missy Elliot, aptly titled “The Rain”, which features a sampling of a 1973 track by Ann Peebles.

Artist: Missy Elliot

Song: The Rain

Agency: Wieden + Kennedy, Portland