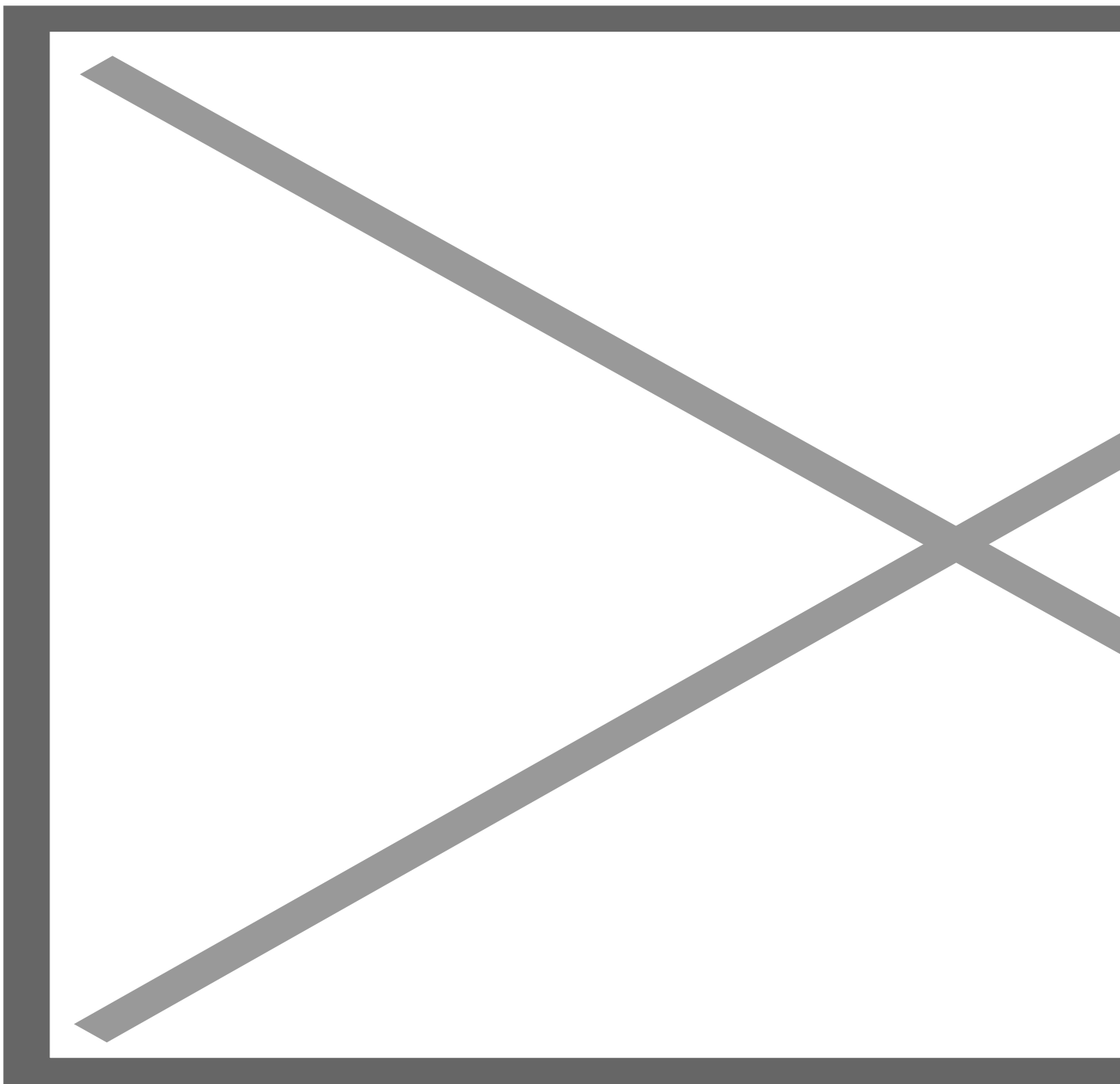




Ad Digger 15.7.2016

Description



This week's pick of the best music in advertising is filled with powerful new adverts from the likes of Nike, BBC and some family humour from IKEA and Radox.

Nike â?? â??Da Da Dingâ??

Nike destroys all stereotypes of Indian women in this inspirational new advert. In the spot, a number of different sports are mastered, including India's favourite sport cricket. With power and determination, the spot is a truly inspiring campaign for women. The ad also uses a catchy sync license from Gener8ion.

Artist: Gener8ion ft. Gizzle

Song: Da Da Ding

Agency: Wieden + Kennedy, Delhi

IKEA Cooks

A grandfather and granddaughter spend some quality time messing around with food in the kitchen, in this adorable advert from IKEA UK. The advert sees the two attempting to make dinner, using all of the IKEA gadgets and kitchen space possible. Perfectly suited to the calm chaos is a jazz sync license.

Artist: Phil Wood

Song: Caravan

Agency: Mother, London

Radox Fragrance Can Change Your Mood

The smell of Radox lightens the mood of one gothic teenager in Radox's latest advert. From metal to light indie pop, the sync license adds to the humour of the spot, in which the music and spirit of the teenage are instantly lifted by a whiff of shower gel.

Artist: Summer Twins

Song: I Will Love You

Agency: Droga5, London

BBC ??? The Greatest Show on Earth??

British broadcaster BBC prepare for their coverage of the Rio Olympics in this beautifully animated advert filled with animals in Rio's Tijuca Forest. The advert sees panthers, anteaters and crocodiles try out some Olympic sports like diving, sprinting and volleyball. Their determination, and no doubt that of the athletes who look over the city, is conjured up by the sync license ??Not Gonna Break Me?? by British blues singer Jamie N Commons.

Artist: Jamie N Commons

Song: Not Gonna Break Me

Agency: RKCR/Y&R, London