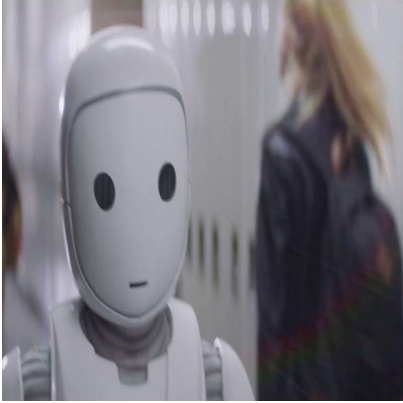
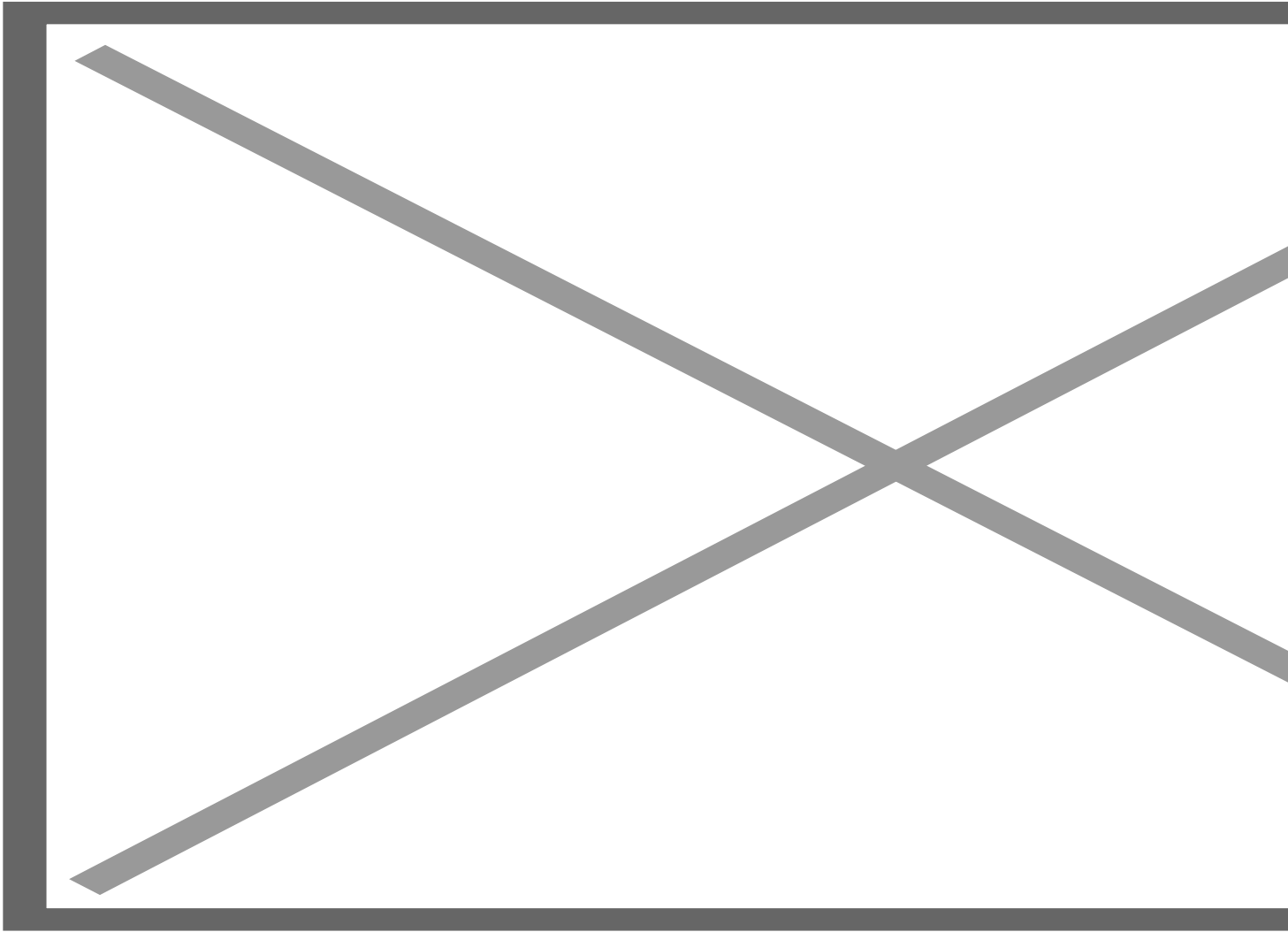




Ad Digger 2.9.2016

Description



This week's best advert music features an array of emotions, from determination and love to crazy

energy from Kenzo.

Oxford â?? â??Never Give Upâ??

Notebook manufacturer Oxfordâ??s new advert is about a cool robot that never gives up. The new robot wants to learn how to do a cool handshake, but has trouble learning. Eventually after he keeps trying, he becomes one of the cool kids. The advert features an uplifting synch licensed song from Swedish shoe-gaze band, The Mary Onettes.

Artist: The Mary Onettes

Agency: gyro Paris, Paris

Volvo â?? â??Weddingâ??

A father collects his thoughts inside his Volvo XC90. While practicing his speech for his daughterâ??s wedding, he rethinks his own marriage. The very moving advert features an emotional synch licensed song from Sharon Van Etten.

Artist: Sharon Van Etten

Song: Every Time the Sun Comes Up

Agency: Grey, New York

Kenzo World â?? â??The New Fragranceâ??

Actress Margaret Qualley dances her heart out in the lobby of a classy venue in Kenzoâ??s new perfume advert. The advert, which was directed by Spike Jonze has similarities to Fatboy Slimâ??s famous music video â??Weapon of Choiceâ??, which was also one of Spike Jonze projects. The

dancing is also reminiscent of Sia's "Chandelier" advert, with choreography from the same choreographer. The synch licensed song mimics the crazy and upbeat theme of the advert.

Artist: Sam Spiegel & Ape Drums

Song: Mutant Brain (ft. Assassin)

Agency: Framework