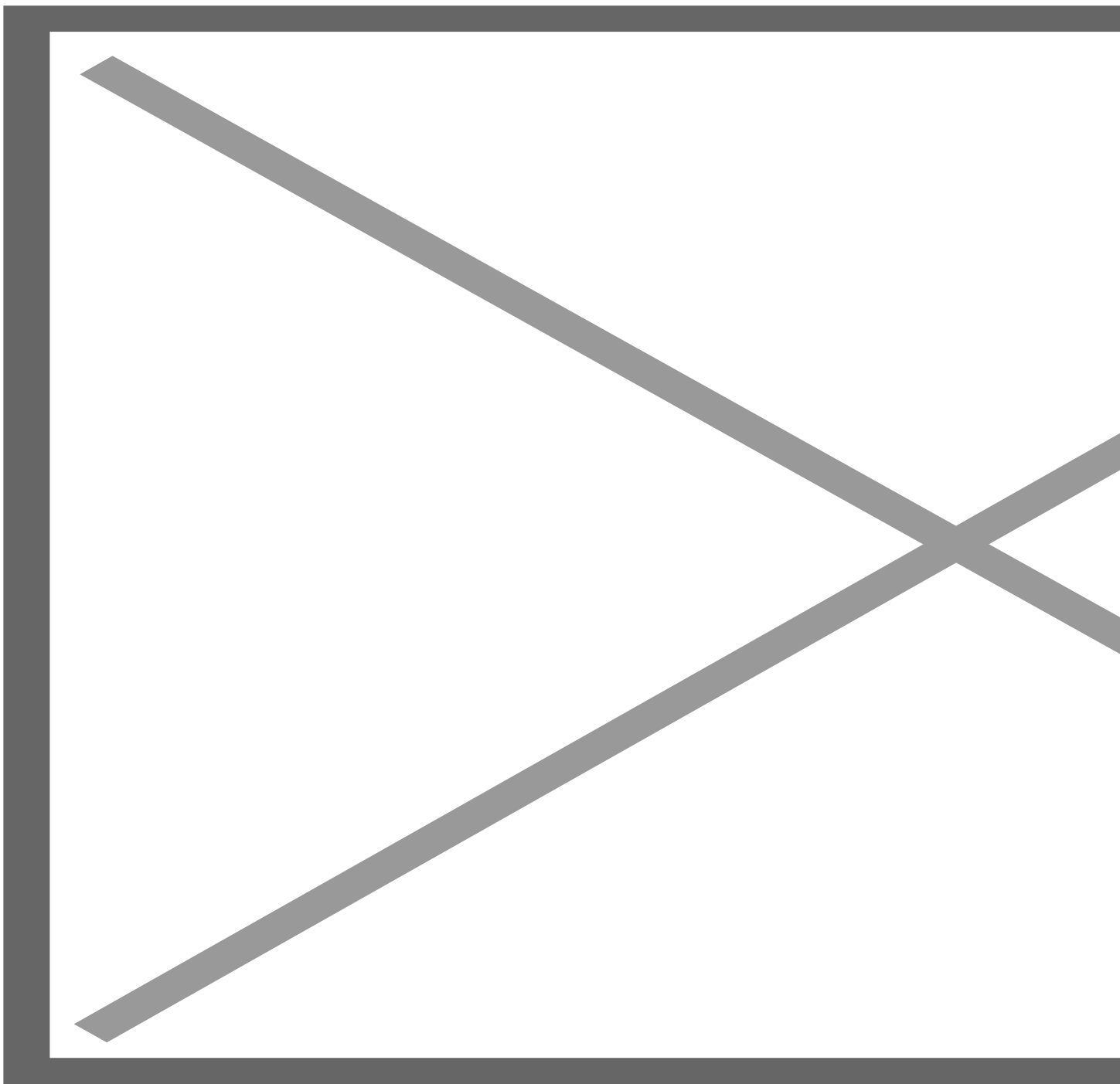




Ad Digger 30.9.2016

Description



This week's pick of the best music in advertising has new adverts from Target, Apple and a new spot from Volkswagen, featuring a sync license from and starring Willie Nelson.

Target's Vibes

Target's new advert drums up excitement for autumn fashion, with a quirky advert featuring dancing models, kids and hedgehogs. Also making an appearance is Internet famous cat Lil Bub. Alongside the dancing is a catchy upbeat sync license from Spencer Ludwig.

Artist: Spencer Ludwig

Song: Diggy

Agency: Mother, New York

Apple's Balloons

Apple draws inspiration from the French film 'The Red Balloon' (1956) for their latest iPhone advert. The adorable advert sees a lone red balloon lose contact from his fellow yellow balloon. With a sweet message about love and friendship, the advert ends with a woman receiving a happy birthday message in the form of balloons on her phone screen. Adding to the message of love is a sweet sync license from Toulouse.

Artist: Toulouse

Song: I Will Follow You

Agency: TBWA/Media Arts Lab

Volkswagen's On The Road Again

Drivers get to grips with safety features in Volkswagen's new advert. As they start to learn about driving again, a sync license of Willie Nelson's 'On The Road Again' is very fitting. And not forgetting, Willie Nelson also stars in the commercial, passing by a family in a classic Volkswagen Beetle.

Artist: Willie Nelson

Song: On The Road Again

Agency: Creativity On Demand