

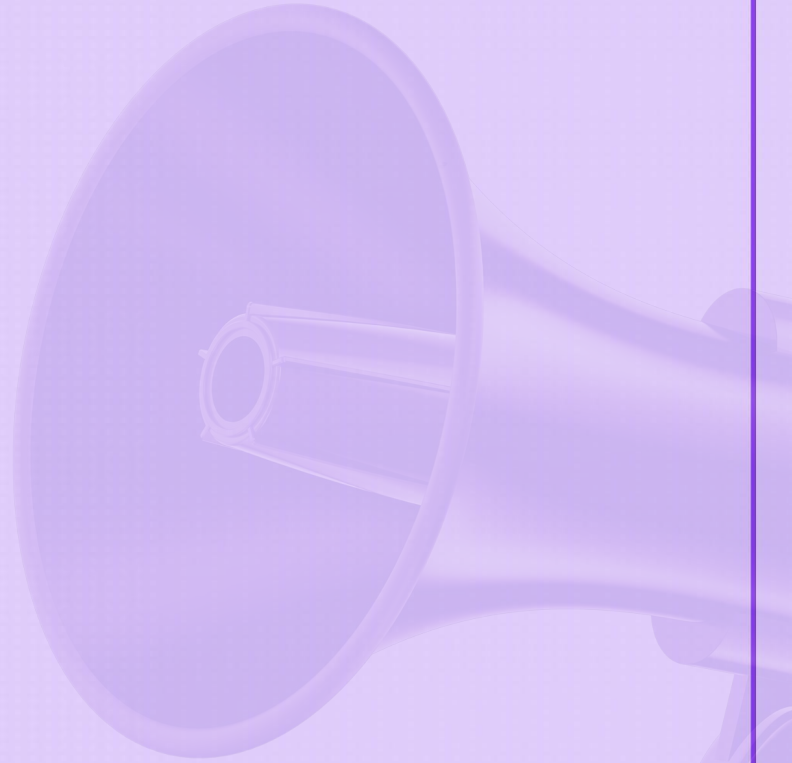
THE RAD REPORT

A round up of the best global creative in
Adland brought to you by our very own self
confessed ad nerd - Kim Gribble.

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As we race to the finish line of yet another hectic year filled with unexpected events, we wanted to take a pause and share some of the interesting international campaigns that have created conversation and sparked creativity.

Welcome to our 2023 Annual Review.



EBM IMPACT BBDO DUBAI, BBDO PAKISTAN, SYNTAX COMMUNICATIONS, MSIX & PARTNERS

You may have noticed there were a lot of players involved with getting this one off the ground, and that's because it's genuinely ground-breaking. In the lead up to World Human Rights Day in Pakistan a number of corporations worked together to shine a light on the state of girls education in the country. Many families in the country opt not to send their daughters to school due to cultural reasons and economic hardships, only made worse by the massive floods last year, and on the Global Gender Gap Report the country rates 145th out of 156 countries.

To highlight the difference an education can create, young school girls who couldn't read just 3 years ago took over leading Pakistani news channels to broadcast the news to over 220 million people. The girls showed their own transformations through education, as well as sharing that literacy has increased by 4 points in the past 3 years, but at 62.3% there is still a long way to go. They were able to read the news in Urdu and English and explained the role of education in making them better caretakers for the future. EBM (a leading FMCG company) also supports education programmes in rural areas, welfare projects and adult literacy programmes to promote educational advancement, especially in underdeveloped regions.





WORKDAY OGILVY, US

Given the rate card value for a prime 30" in the Super Bowl is around \$7m USD there is a massive expectation that the ads are absolute standouts. However this year a lot felt a little middle-of-the-road, potentially caused by a last minute scramble when the crypto companies pulled out after the collapse of FTX in Nov '22, as well as the alcohol ads generally failing to fire even though the Anheuser-Busch exclusive (inked in 1989) had ended, giving brands a chance to get back on the big stage.

I honestly didn't expect a cloud-based HR/ Finance/ Management/ Enterprise Software firm to have [my personal favourite TVC](#), but this 60" featuring actual rock stars is humorously self-aware, and the casting line up of Paul Stanley, Joan Jett, Billy Idol, Gary Clarke Jr and the Prince of Darkness himself Ozzy Osbourne was an impressive feat in itself.

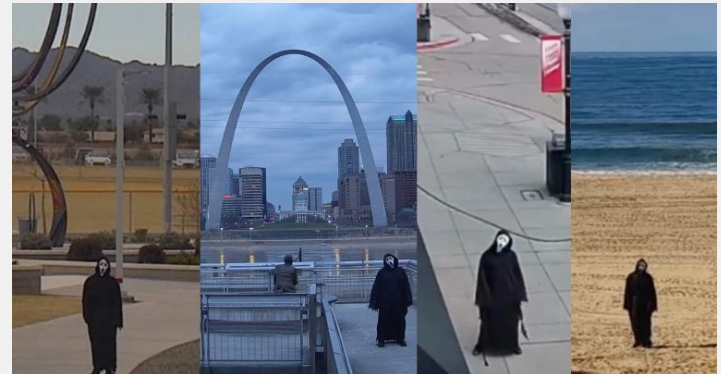
PARAMOUNT PICTURES USA

It goes without saying that Paramount Pictures put a decent chunk of change behind marketing the latest installment of the iconic Scream series, but when you're up to number 6 and everyone knows what to expect, it can be a bit challenging to find a fresh take on the approach.

Scream 6 headed away from Woodsboro to New York, and the film's tagline of "New York, new rules" gave marketers a fun territory to play with. In addition to the high reach/ high cost ATL they also added viral talkability with a guerilla element of Ghostface showing up in multiple locations around the US, creating some great CCTV shots, as well as prompting a number of 911 calls. This isn't Paramount's first foray into freaking out potential audiences, their guerilla marketing for *Smile* went viral after Paramount placed [creepy grinning actors](#) in front row seats behind the home plate at MLB games.

As well as Ghostface cruising around and creeping people out, Paramount created HelloGhostface.com where people could enter their name and phone number, and receive a phone call from Ghostface with a pre-recorded jump scare or asking you to guess where he's hiding before hanging up.

And finally, as a nice little nod to Jenna Ortega's massive recent success with Netflix, tickets went on sale (you guessed it) on a Wednesday.



MINUTE MAID

WPP OPEN X, VMLY&R, US

Sometimes simplest ideas are the most effective, and when Minute Maid added Vitamin D to their orange juice they had three super simple insights which translated to three well thought out pieces of OOH creative, and using 3 quite different special builds helped the campaign stand out.

The first came from the insight that static billboards can block sunlight, limiting sunshine and Vitamin D in cities, so they mapped city billboards that blocked the most sun and just used the frame (ala Metservice, 2013).



The second insight was that in urban areas many apartment buildings are in the shadow of their neighbours, but with strategic placements on rooftops and blank walls they used reflective billboards to redirect sunlight into nearby windows and spaces. Hopefully not in a [Walkie Talkie](#) way.



And finally, the third insight was that people wait for public transport in sun-blocking bus shelters, so they built seats on the outside panel of the shelter to let people catch a few more rays before jumping on the bus.

VANISH

HAVAS X AMBITIOUS ABOUT AUTISM, UK

Brands walk a very fine line when they try to tackle different social awareness causes, with some like Nike and P&G doing so authentically with a long term commitment, and others (you know who I'm talking about) really missing the mark. I personally think that Vanish did a great job with this one, and so did the good folks at England's Channel 4 as they awarded the campaign the Diversity in Advertising Award along with £1m in advertising space to extend the campaign. The 3min 40" film (thoughts and prayers to the Media team) tells the story of 15 yr old Ash and things in her daily life that seem insignificant to many people, but really stand out to someone who has autism.

The core theme is that routine is key, and that many people with autism find that they have clothes that provide a sense of comfort when things can feel overwhelming, and for Ash it's her hoodie. Vanish as a brand is featured, but very it's fleeting and fitting, and I think they've done a great job to step back and let the story be authentic.





ORANGE

 PUBLICIS MARCEL, FRANCE

Telecom company Orange was a key sponsor of the French women's football team in the FIFA tournament this year, so to promote support for the team they [created a TVC](#) showcasing the men's football team. Logical right?

The first half of the ad highlights the sweet moves of soccer stars like Kylian Mbappé and Antoine Griezmann, then the spot rewinds to show the players were expertly digitally altered, and the original footage was of the women's team.

The twist highlights that the women's team is just as skilled as the men's, with Orange wanting to call out misconceptions about women's football.

BURGER KING

DAVID MADRID, SPAIN

This one is genuinely quite superbly lazy, in a very irreverently Burger King way. The *Ghost Campaign* has one asset - a [video](#) explaining the campaign. Burger King filled the streets with billboards that unlocked free products, but there was just one catch - the billboards were invisible. People had to take a photo of the ghost billboard, share it on Social, and then BK's resident psychic sent them a voucher for a freebie.

That's right, basically people were just sharing photos of random walls to get some free chippies. Bold and cheeky BK, and probably the most interestingly random use of UGC I've seen in a long time.



AMAZON HUNGRY MAN, US

While sifting through the plethora of Christmas ads it was Amazon that stood out to me this year. [Joy Ride](#) taps into a lifelong friendship of 3 older women reliving the fun they had sledding together as children, but essentially it connects Amazon's mission to make people's lives a little easier with their Christmas positioning of *Joy is Shared*, and does so in a way that feels very relatable through a genuine emotional connection.

In a time when people are feeling the financial pinch it was a smart move for Amazon to lean into human connection and simple joyful experiences, rather than over the top gifting.

It's also interesting that this one is out of the US when most years the top spots tend to go to English brands, but let's face it - John Lewis can't win them all.



HONOURABLE MENTIONS.

CROWN ROYAL, Anomaly

Anheuser-Busch inked a category exclusivity deal with the Super Bowl back in 1989, and now that they have ended the agreement the Super Bowl has been opened up to a bevvy (pun intended) of alcohol advertisers.

My favourite from the game starred absolute gem of a human, Dave Grohl, although I definitely wasn't going to pick that one of the top TVCs was going to be called [Thank You Canada](#), but just like Dave it was delightful.

COCA COLA x TESCO, EssenceMediacom, UK

It definitely feels like Covid single-handedly resurrected the good ole QR code, which is a great opportunity for advertisers because a cross-platform campaign is no longer just confined to running the same creative across different formats. Coke's [#TakeATaste](#) uses 3DOOH with a QR code that triggers an AR experience so that they can "grab" a bottle, which then becomes a digital coupon to be redeemed at Tesco's for a free bottle of Zero Sugar or Cherry Coke.

LEVI'S, Droga5 New York

Levi's celebrated 150 years of the iconic 501 jeans this year, and *The Greatest Story Ever Worn* was rolled out across the year, showcasing real stories people have shared about their 501s. These included [fishermen bringing barrels of jeans to Jamaica](#), [one man's funeral](#) where he insisted on being buried in his 501s but also requested their attendees wear 501s as well, and in a Jack & the Beanstalk move a story about how a guy in Georgia (country not state) [swapped his family's cow for a pair](#). Real stories that are highly unique to a brand are always something to take note of.

JOHN LEWIS, Saatchi & Saatchi, UK

After a 14 year relationship with adam&eveDDB all eyes were on the first offering from new creative partner Saatchi & Saatchi. [Snapper](#) is a wonderfully weird TVC about a boy growing his own slightly non-conventional Christmas tree, and I personally think that the story, music, and emotional themes all work so well together.

Fun fact, I bought two Venus Fly Traps after watching this ad.



**THANK
YOU.**

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