

# TOP 10 TV AND CINEMA ADS

**1 John Lewis, 'the long wait'**  
Diehard fans of The Smiths were not amused, but their ire only served to earn this spot more column inches. The extremely emotional reaction from the rest of the public to this tooth-achingly sweet ad was the stuff of dreams for any advertiser and a *déjà vu* for John Lewis.  
*Agency: Adam & Eve*  
*Writer/art director: Matt Gay, John Long*  
*Director: Dougal Wilson*  
*Production company: Blink Productions*

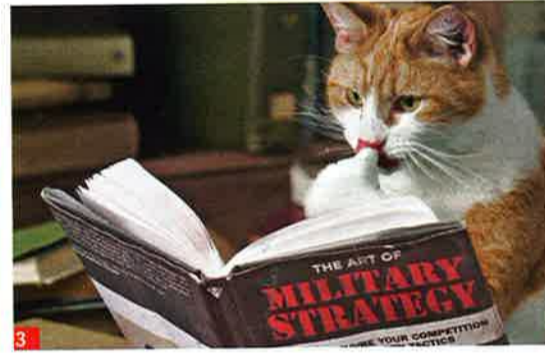
**2 Stella Artois, 'apartomatic'**  
It's a classic tale of boy meets girl, boy brings girl back to his flat, girl gets swallowed up by the sofa, boy has a beer. This ad, which is slickly directed by the Hollywood heavyweights Wes Anderson and Roman Coppola, epitomises Stella's cheeky take on 60s sophistication. A joy to watch from start to finish, its UK launch this year got rave reviews.  
*Agency: Mother*  
*Writer/art director: Mother*  
*Directors: Wes Anderson, Roman Coppola*  
*Production company: Moxie Pictures*

**3 Cravendale, 'cats with thumbs'**  
Another year, another brilliant ad with cats in it. This time peddling milk rather than flat-pack furniture. Wieden & Kennedy has a knack for doing crackpot work for Cravendale. This spot keeps up the silliness: the cats have opposable thumbs to get up to all sorts of trouble with.  
*Agency: Wieden & Kennedy*  
*Writer/art director: Sam Heath, Chris Groom*  
*Director: Ulf Johansson*  
*Production company: Smith and Jones*

**4 Pot Noodle, 'WAG'**  
A Geordie WAG with stubble demonstrates just how much of a doddle "her" life is. Mother at its comedic best, with as many sight gags as can be packed into 30 seconds. You may want to cover your eyes for the spray-tan scene.  
*Agency: Mother*  
*Writer/art director: Mother*  
*Director: Rosey*  
*Production company: @radical.media*

**5 Barnardo's, 'life story'**  
It's worth seeking out the full version of this spot, which pulls the viewer directly into a troubled life transformed by Barnardo's. If you feel no emotion for the small boy at the end, you have a heart of tin.  
*Agency: Bartle Bogle Hegarty*  
*Writer/art director: Mel Lynch, Rory Hall*  
*Director: Ringan Ledwidge*  
*Production company: Rattling Stick*

**6 Weetabix, 'fuel for big days'**  
No-one would have guessed last year that a Weetabix ad would make this list. But, after winning the business, Bartle Bogle Hegarty has put some charm and comedy into the brand's advertising. This spot's narrative is artfully relayed, with some great casting.  
*Agency: Bartle Bogle Hegarty*  
*Writers: David Kolbusz, Ed Cole*  
*Art directors: Dominic Goldman,*



*Lewis Mooney*  
*Director: Guy Shelmerdine*  
*Production company: Smuggler*

**7 Yeo Valley, 'boy band'**  
It's Westlife meets *Farming Life* in this comical offering. The dairy brand's "farmers" took over *The X Factor* ad break once again and this boy band pastiche was the clear winner (against Müller) in the battle of the yoghurts. We wonder how they'll top it next year.  
*Agency: Bartle Bogle Hegarty*  
*Writer/art director: Jonny Durgan, Martin Reed*  
*Director: Jonathan Hopkins*  
*Production company: Pulse Films*

**8 Thomson, 'quality time'**  
Ads for holiday companies are often brash enough to make you never want to set foot in an airport. But this beautifully executed film



surprised everyone by capturing what it actually feels like to spend some downtime with your loved ones.  
*Agency: Beattie McGuinness Bungay*  
*Writer: Gavin McGrath*  
*Art director: Stephen Reed*  
*Director: Martin de Thurah*  
*Production company: Academy*

**9 Wall's, 'thank you, kitchen'**  
It's a bit left-field for a sausage brand. An ad that sets out to capture the internal struggle faced by the unreconstructed male—a

complete inability to articulate his feelings. A tiny dog in a box does a very good impersonation of Andy McLeod in this McLeod-directed spot.

*Agency: Saatchi & Saatchi*  
*Writer: Dan Warner*  
*Art director: Andy Vasey*  
*Director: Andy McLeod*  
*Production company: Rattling Stick*

**10 Lucozade, 'yes'**  
Lucozade had been restricted to roaming hospital corridors before Tinie Tempah and friends gave it some hand-me-down coolness. Boxing, drumming and rapping all converge in this film to result in one big blast of energy—cue a bottle of the fizzy stuff.  
*Agency: Grey London*  
*Writer/art director: Grey London*  
*Director: Jake Nava*  
*Production company: Cherry Films*