

# David Reviews

BITING THE HAND THAT FEEDS US SINCE 2002.

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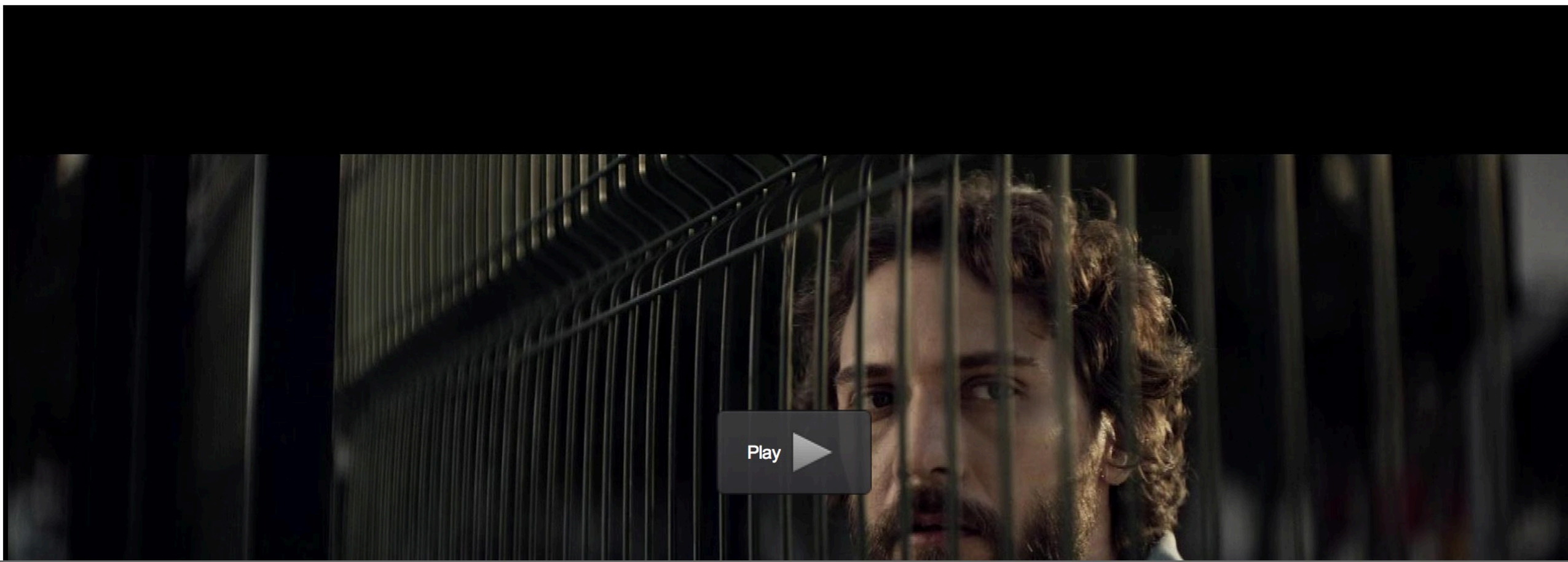
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## Nissan "Nightmare"

80s

14 September 2016



Asda  
"That's Better"

Miles said:  
that's repetitive

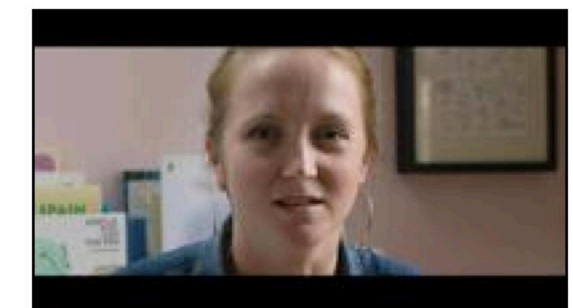
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Nationwide 2 mins  
"Hollie: Little Things" 14 Sep 2016



Like other contemporary art





## France

Nissan ventures into psychological horror territory with this Qashqai commercial, in which a man is haunted at every turn by visions of the advertised vehicle. Whether he's at work, on a basketball court, or dressing up as an astronaut, the spectral SUV is never far away. Luckily, it's all a bad dream - he bought the vehicle when he had the chance. Director Philippe André plays up the dread well before the lighthearted pay-off.

## Cars

### HOW DO YOU RATE IT?

BRILLIANT

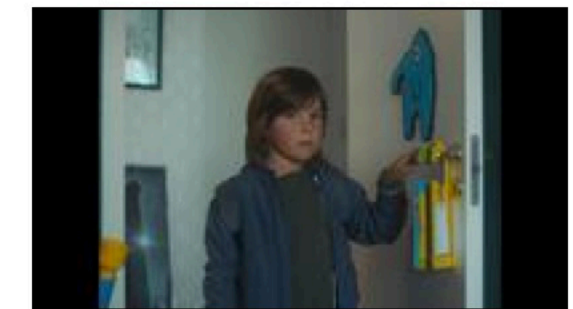
GOOD

OKAY

POOR

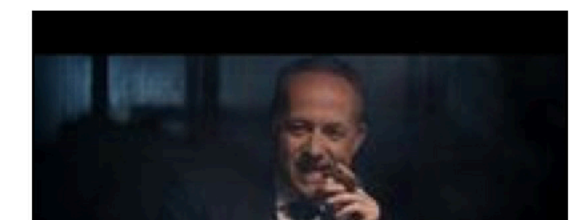
modern poetry is a mixed bag. The craft is often well-disguised, which makes it easier for charlatans to fool themselves and others that their work has merit. As well as lionising the unworthy, this can result in the truly talented being overlooked, and no doubt some poetry lovers see in Hollie McNish everything they dislike about modern verse. All the more so now that her poetry has been used in a commercial.

IKEA 60s  
"Every Other Week" 14 Sep 2016







This commercial has been widely praised for tackling the taboo of separated families but - in DAVID's opinion - that isn't really its strength. Divorce is far too commonplace for anyone to consider it taboo and while it's always welcome to see modern situations being normalised in advertising, it's hard to believe viewers will feel it's revolutionary to see this kind of depiction in a commercial.

Médecins Sans Frontières 90s  
"The Naked Truth" 16 Sep 2016





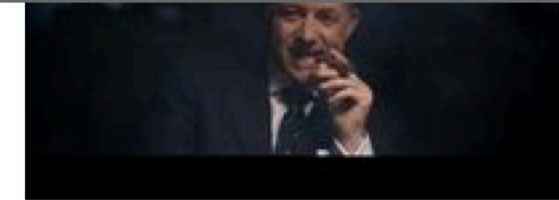
Creative Agency	TBWA\G1
ECD	Eric Pierre
Creative	Darren Rosenberg / Fabian Braun
Account Director	Chloé Cerdan
Account Team	Ewan Veitch / Buu Tran / Margaux Wanin
Planner	Sonya Mahcine
TV Producer	Emilie Prud'homme
Film Production	Independent  
Director	Philippe André  
Post Production	Antoine Dauber
Audio Mix	Capitain Plouf @ TryitMusic

ADD OR AMEND CREDITS RELATING TO THIS CLIP

EMAIL CREDITS RELATING TO THIS CLIP

THE COMMENT SECTION:





Although tax payers fund most of the early research into new drugs, pharmaceutical companies claim their R&D costs are vast all the same. But they won't reveal just how big they are, so we can't find out if their pricing is justified. This spot for MSF aims to illustrate this state of affairs by depicting big pharma as Bob, a wealthy guy who loses a game of strip poker and has to reveal his, er, assets.

Global Fund 3 mins  
 "End It For Good" 16 Sep 2016



Animation directing duo Manach & Bienvenu have created a striking film for the Global Fund, whose campaign 'Educate Together' highlights how education can help young women protect themselves against HIV. The script itself isn't particularly strong, but the animation is really engaging and... is that Meryl Streep providing the narration? Indeed it is.

B & Q 30s  
 "Louis" 13 Sep 2016

