

AdCritic.com's PlayList

BY JIM HANAS

A monthly guide to the songs behind the spots.



Hummer: Illumination Night
Brit combo provides soundscape for a desert landscape.
Agency: **Modernista, Boston**
Song: "Bluebird of Happiness"
Artist: **Mojave 3**



Hewlett-Packard: The Next Shift
Bay-area artist scores a morning commute.
Agency: **Goodby Silverstein, San Francisco**
Song: **original**
Artist: **Technicolor**
Music Co: **Agraphone**



RealNetworks: Rhapsody
New York darlings provide riffs for RealNetworks.
Agency: **Publicis, Seattle**
Song: "Obstacle 1"
Artist: **Interpol**



Volkswagen: The Story of Ben
J. Ralph sets the mood for this Jetta spot.
Agency: **Arnold, Boston**
Song: **original**
Artist: **J. Ralph**
Music Co.: **The Rumor Mill**



Bacardi: Pool
An '80s-flavored theme for action duo Bacardi & Cola.
Agency: **David and Goliath, Los Angeles**
Song: **original**
Music Co.: **DeepMix**