



September 10, 2003

**NEWS**

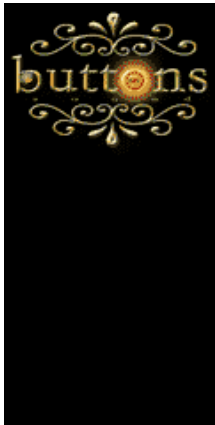
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**Track Attack** [7.25.03]



**Play** ▶  
Snuggly gets a new, more fashionable, scent.

**1**  
SNUGGLE "SWIMPOOL BLISS"  
**Music** Original track  
**Music Company** Human, New York  
**Agency** Lowe/New York

A stunning original that sounds vintage accompanies Euro-chic visuals from this surprising laundry product ad.



**Play** ▶  
A suitcase travels cross-country.

**2**  
VISA CANADA "LUGGAGE"  
**Music** Original track  
**Music Company** Groove Addicts  
**Composers** Ran Pink, Gilad Ben-Amram  
**Agency** Leo Burnett/Toronto

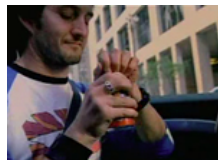
Leo creatives stepped away from the demo for this Visa spot and opted for a new track from Groove Addicts — an exotic yet fun Latin-tinged vocal and trombone mix that sets the pace for a bag's big international adventure.



**Play** ▶  
Timbaland puts the music in this musical extravaganza.

**3**  
KMART "JIMMY AND JENNY"  
**Music** Original track  
**Musical Artist** Timbaland  
**Agency** TBWA/Chiat/Day/New York

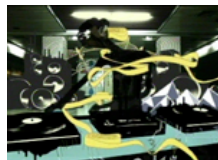
Leaving achingly hip urban arcana to others, TBWA chose the feel good route for this undies spot which reminds consumers that There's More to Life than Underwear. Hip-hop helmer Dave Myers works a Timbaland-produced track that sticks to the brief: create a dance-centric romp for Kmart, but don't forget, Joe Boxer is everyday people. ([Click here](#) to read more.)



**Play** ▶  
Mini shakes things up.

**4**  
MINI "CARBONATION"  
**Music** Licensed track  
**Music Company** Natural Energy Lab/Stimmung  
**Song** "Not Bad At All"  
**Musical Artist** Steven MacDonald/Anna Waronker  
**Sound Designers** Michael Anastasi, Michael Baird  
**Sound Design** Stimmung  
**Agency** Crispin Porter + Bogusky/Miami

Ex-Red Kross frontman serves up the consummate Motoring tune for Mini. ([Click here](#) to read more.)



**Play** ▶  
Graffiti comes to life in this Asian campaign for Nike.

**5**  
NIKE PRESTO "UPTOWN DIGITAL"  
**Music** Original track  
**Musical Artist** DJ Uppercut  
**Agency** Wieden + Kennedy/ Tokyo

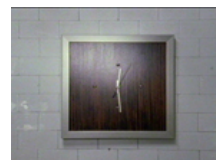
What is the sound of graffiti coming to life? W+K/Tokyo went to Japan's DJ Uppercut for the answer, which turned out to be an unclassifiable hybrid of hip hop and electronica. ([Click here](#) to read more.)



**Play** ▶  
Coors mixes DMC, The Byrds, P.O.D. and The Scorpions into one big rock anthem.

**6**  
COORS LIGHT "ROCK ON"  
**Music** Mix of licensed tracks  
**Music Company** DeepMix, Hollywood  
**Musical Artists** P.O.D.; Run DMC; Scorpions; the Byrds  
**Agency** FCB/Chicago

FCB and Deepmix run roughshod over musical eras and classifications in this homage to rock and beer-fueled tomfoolery. ([Click here](#) to read more.)



**Play** ▶  
This spot took home the Grandy at the 2003 Andy

**7**  
VW "SQUARES"  
**Music** Original track  
**Musical Artist** J Ralph  
**Agency** Amold Worldwide, Boston

Musician J Ralph returns for VW, with



**Awards.** a track that conveys the repetition and

claustrophobic angst of a world of squares.



**Play** ▶

H2: Soapbox hero.

**8**  
**HUMMER H2 "BIG RACE"**  
**Music** Licensed track "Happy Jack"  
**Musical Artist** The Who  
**Sound Design** Lost Planet Editorial  
**Agency** Modernista, Boston

The Who's "Happy Jack" provides the perfect musical backdrop to this *Rushmore*-esque tale of rugged individualism.



**Play** ▶

Levi's: A hot rod rodeo.

**9**  
**LEVI'S "CAR"**  
**Song** "Crazy Beats"  
**Musical Artist** Blur  
**Agency** BBH/New York

The Fatboy Slim-produced Blur track is a noisy, old-style guitar bustup, perfectly in keeping with the spot's fine blend of heritage and hip.



**Play** ▶

Basketball is a battlefield.

**10**  
**NIKE "BATTLE"**  
**Music** Original track  
**Musical Artist** Neptunes  
**Agency** Wieden + Kenned/Portland

This follow-up to the celebrated "Freestyle" employs the same compelling basketball and beats choreography, but this time the action is on the street and the Neptunes provide the appropriate accompaniment. ■

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