

A **ROOM** with a view of the future

25
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2013

Celebrations

It's the season to celebrate. From Halloween, to Thanksgiving and millions of birthdays, weddings, anniversaries... everyday, its no wonder advertisers love a celebration. This week we take a look at some of the coolest, innovative and fun celebration ads and discover the message is simple. Its all about the emotion.

1 Halloween Fun

In this AT&T Halloween TV commercial 'Whiz Bang, Largest 4G Network', ghosts, mummies, zombies and all manner of seasonal horrors photobomb a guy using his smartphone. It takes the everyday and subtly adds a supernatural element. It has a very real world quality to it, but the everyday is enhanced by a little scare.

This ad from Heineken takes an all too familiar moment from any night out, let alone Halloween and manages to make the moment surreal.

AT&T Ad: [YouTube](#)



Credits: AT&T, Agency BBDO, NY/Atlanta, USA

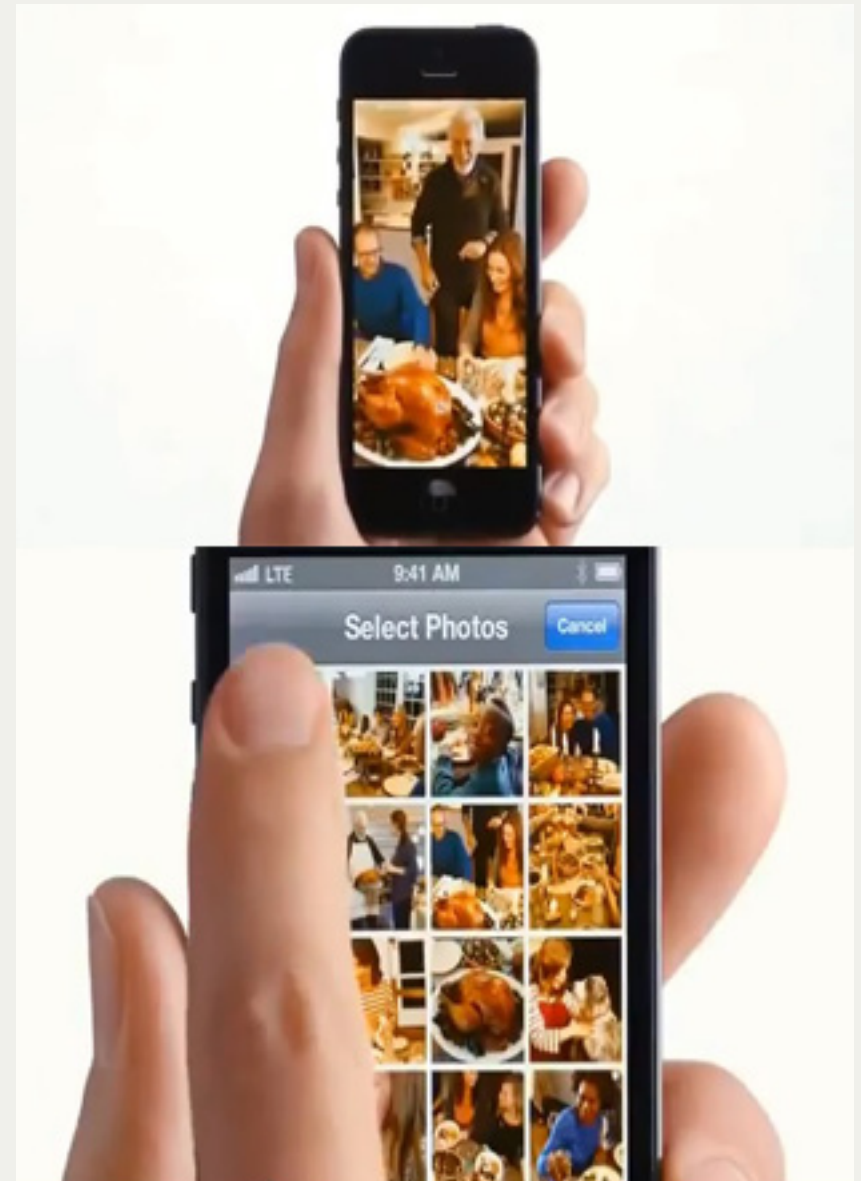
Credits: Heineken

2 Apple iPhone 5 Thanksgiving

There are traditions and icons that will forever be associated with particular holidays. This ad from Apple for the iPhone 5 perfectly captures all the moments associated with a family Thanksgiving that advertisers love.

The images on the phone are bright, with a happy family and feature the iconic Thanksgiving foods.

Apple iPhone 5 Ad: [YouTube](#)



Credits: Apple iPhone 5

3 Tastes Like Home

If there's one thing advertising loves, it's making every moment in life worth celebrating. This beautiful 2013 ad 'Tastes Like Home' from Anchor Butter in the UK features many milestones and celebrations in life.

It's all shot in one kitchen from different angles and is a great demonstration on how to make a single location work by shooting from the first person perspective. The light is warm and inviting, the moments feel real and observed and the people's emotions, expressions and body language is natural.

Anchor Butter Ad: [YouTube](#)



Credits: Anchor Butter

4 It's All About The People

It can't be said enough, celebrations are all about real happy emotions. The people are key. Advertising focusing on a celebration doesn't need big fancy decorations or glitz and glamour. If the emotion is right, and there are a few hints as to the scenario the ad will be powerful.

This 2010 Super Bowl 44 XLIV exclusive ad from Denny's is the perfect example of focusing on the emotion of an occasion. Before the humorous ending, it's all about the happiness of one woman on her birthday. The simplicity is the power of this ad.

Denny's Ad: [YouTube](#)



Credits: Denny's, Agency: Goodby, Silverstein & Partners, USA

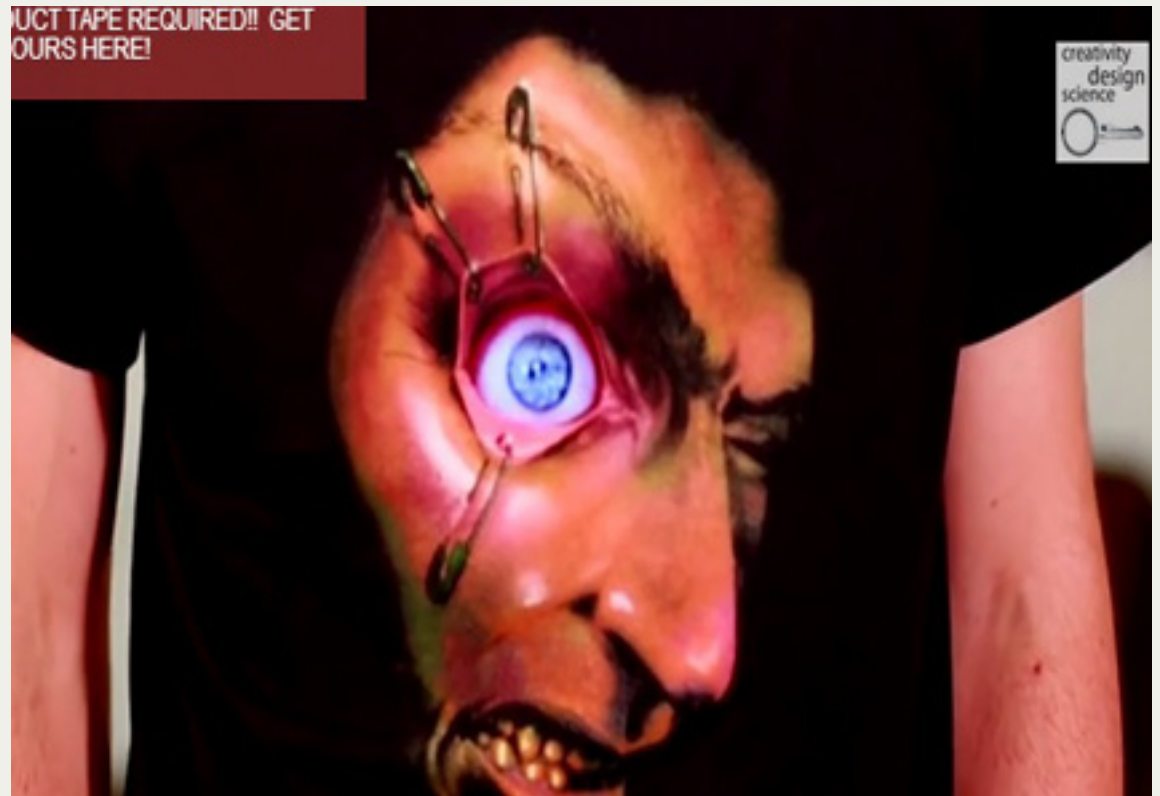
5 Smartphone Halloween Fun

We end the week with some seasonal fun.

This great user generated video from Mark Rober has awesome ideas incorporating your smartphone into customized Halloween costumes.

Halloween costumes always look better in shots when there is a personal touch, imperfections and lots of imagination.

Mark Rober Video: [YouTube](#)



Credits: Mark Romer



Summary

Shooting tips from this weeks trend:

- Lighting is key, get it right and make it work for the image, not against it
- Emotion and expressions can make or break an image. They need to be clear, genuine, and appropriate for the scenario.
- Home-made adds a personal touch clients love. So go for home-made, unbranded, Halloween costumes and home-made food for Halloween, Thanksgiving and for any party.
- Subtle hints of a seasonal celebration work very well, so think about what and how you capture a celebration in shot.
- Use color! Think about how the color palette will support your subject

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