

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

15  
nov  
2013

## Going Local - Asia

Advertisers love to pack their ads with references to the country that their target audience lives in or, in the case of the travel industry, where they want their customers to go to. The creative limits of these campaigns have no bounds, from Expedia's "real person" dream destination ad to a beautiful TV ad from India that aims to challenge a society's perceptions, here are some examples advertising where the cultural, historical and travel icons of various Asian countries have been used to great effect.

# 1 Expedia sends you on a trip of a lifetime

Expedia's trip-a-day giveaway ad features "real" people on the street and poses the question, where is your dream destination?

They are then offered the chance to go there, but only if they can do it straight away. One lucky guy gets to go to China. All pretty amazing, until you start wondering how they got his visa's sorted out so fast.

Even so, it's worth watching for the atmospheric travel imagery, especially in China.

A great example of how adding a human element into your travel photography, can make your images all the more immersive and compelling.



Expedia Ad: [You Tube](#)

## 2 Emotional Thai ad has 14 million you tube hits and counting.

Expert story telling in a recent TV ad by True Move H (part of the True Corporation, a communications company in Thailand) The ad is beautifully shot and with over 14 million views on you tube in just a few weeks, it's a great example of how people can be deeply moved by images that convey genuine feeling.

True Move H Ad: [You Tube](#)



ทรูมูฟ เอช " การให้ คือการสื่อสารที่ดีที่สุด " TrueMove H : Giving

*Credits: True Move H, Thailand*

### 3 British Airways pulls heartstrings with a beautiful TV ad

British Airways gives us a genuinely moving mother and son re-united story in their “visit mum” ad. As well as pulling on the heartstrings of all of those sons and daughters who have moved away to live in a different country, this ad is well worth watching because it is packed full of beautiful scenes and keenly observed moments of everyday life in Mumbai.

A great example of how the ordinary can be made extraordinary.

British Airways Ad: [You Tube](#)



**British Airways India -- A Ticket to Visit Mum**

*Credits: Advertising Agency: Ogilvy, New York,*

## 4 Indian ad aims to change the way people think

Indian Jewellery company Tanishq challenges a general perception in India, with their “second time around” wedding TV ad.

900,000 views on youtube in the first couple of weeks confirms that the brave idea behind this ad is having a real impact and deservedly so.

It’s also a great example of a beautifully shot, small scale Indian wedding.

Tanishq Ad: [You Tube](#)



**Tanishq - A wedding to remember**

*Credits: Agency: LOWE Lintas (Bengalooru)*

## 5 Puma runs rings around Tokyo

Puma's TV ad uses a blend of graphics and lively camera work to showcase its running gear and Navi running app. Believable looking models and a background featuring the cool urban sprawl of Tokyo, leave you in no doubt as to where these runners are.

This ad is a great example of how you can use one or two people to shoot urban running and fitness, from every angle, and also, mix in some nice technology on-the-move shots.

Puma Ad: [You Tube](#)



**Puma Run Navi**

*Credits: Agency: Beacon/Leo Burnett Tokyo*



## Summary

### Shooting tips from this weeks trend:

- People respond to images that convey genuine feelings and emotions so try to capture these real moments rather than set them up.
- Adding a human element to travel images can give them more context and help the viewer to connect with the image.
- Beautiful images featuring everyday activities can have a huge visual impact.
- Celebrations such as weddings or parties don't have to be big productions, often concentrating on one or two people, or focusing on small details is more effective than trying to cram a big scene into the frame.
- When shooting activities, try to be inventive with your angles and viewpoints and always think about the lifestyle elements that go with the activity such as planning a route, preparing kit, training to music and so on

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