

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

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2013

Going Local - Europe

Getting some local European color, taste and culture is big in advertising. Brands want to appear both global and targeting local markets at the same time.

As communication has become easier, connecting to every corner of the world is simple. Visually, this translates as adding some local cultural nuances to images and film, whether it's a subtle background or a loud and proud full on cultural attack on the senses!

1 Spirit, Culture and Tradition

Columbus Direct's 'Happy To Go There' campaign captures the energy and color of the La Tomatina Festival in Buriol, Valencia. There's barely any location in shot, but the event itself immediately identifies the place, spirit and culture.

Bertolli, have never shied away from making the most of Mediterranean tradition in their TV commercials. Their May 2013 UK TV ad 'Enjoy Life, Enjoy Bertolli', shows a traditional setting with women dining at a table on a beach. The table is laden with beautiful regional food, so even without being told the specific location, the visual clues evoke the spirit of the Mediterranean.

Bertolli Ad: [YouTube](#)



Credit: Columbus Direct

Credit: Bertolli UK

2 Urban Appeal

The best advertising is about people, but the best ads work when they have hints of a location or a visual style that feels localized. These great print ad examples show how one person is the focus of the ad, but how the details in the architecture place them in a European setting.

Volkswagen's May 2013 photobombing ad in Spain has some great detail in the location, whilst keeping the ad very much about the people. It feels totally observed, and even though the location is not a traditional view of Spain, it feels completely European.

The same is true of this ad for Samsung by top street photographer Nick Turpin. It is a great everyday moment, with the product placement almost accidental. It evokes the feel of Amsterdam by capturing real life without cultural clichés.



Credit: Volkswagen, Agency, DDB Spain

Credit: Samsung, Nick Turpin

3 Get Active

A big trend across European advertising is showing people being active, whether it is a morning run or families spending time outdoors together.

Insurance company Axa ran their 'Running Together' campaign in Spain. The film depicts testimonials by real local people that resonate with the audience. The ad also features some lovely local architectural and landscape details.

Again the people are the focus, but the hints of locations add context and offer a local feel that resonates with a global audience.

Axa Ad: [YouTube](#)



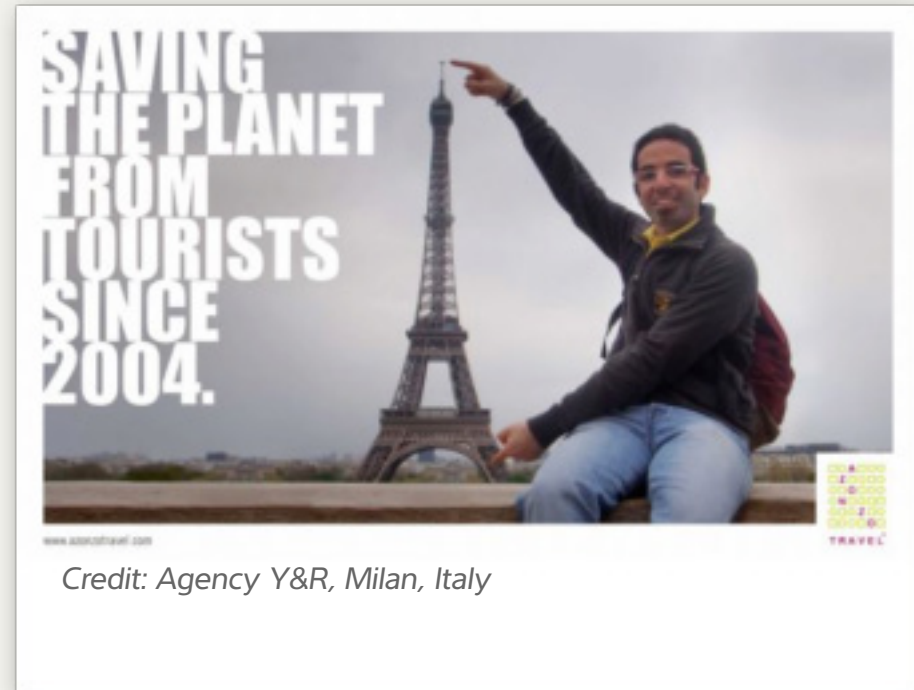
Credits: Axa, Agency Leo Burnett, Spain

4 The Personal Perspective

More and more brands are going for a user-generated feel to bring a more personal experience to their campaigns.

This ad from Azonzo Travel is low on the glitz and romance usually associated with sightseeing in Paris, but it has a fun 'vacation snap' quality to it that immediately resonates with the audience.

Even though the sky is grey and the lighting conditions are not great, the concept is strong enough, and the man happy and relaxed, that the message really works.

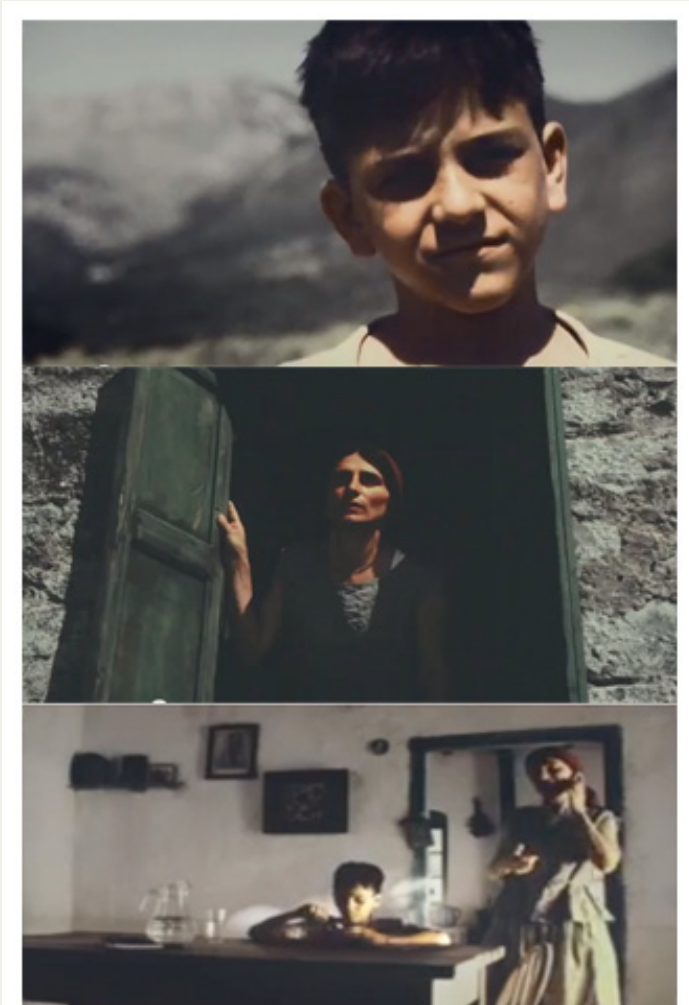


5 Visual Trends

We get Greece, vintage style, in this stunning ad from Fage, makers of Total Greek yogurt. To celebrate the brand's longevity (founded in 1926) the ad has a narrative quality, like that of an old European movie, and filtered to look vintage.

The ad feels totally authentic when focusing on subtle details of architecture like the window shutters or home interior and the landscape and town is visually inviting. The whole ad has a soft golden feel to it and is a great example of how filters and treatment can work when it really supports the subject matter.

TV Ad [YouTube](#)



Credits: Fage, Agency AMV BBDO



Summary

Shooting tips from this weeks trend:

- Capture the energy of festivals and local, but globally recognized, events from street level.
- It's the everyday things with the addition of cultural nuances, colors, tastes and sights that clients love.
- Details make a huge difference to shots. From indentifiable city views, architecture, transport etc. But the people should always be the heroes.
- A personal perspective adds value to European travel images as it immediately resonates with the audience.
- Use filters only when they support the subject. Don't use them to improve boring or poor quality shots.

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