

David Reviews

BITING THE HAND THAT FEEDS US SINCE 2002.

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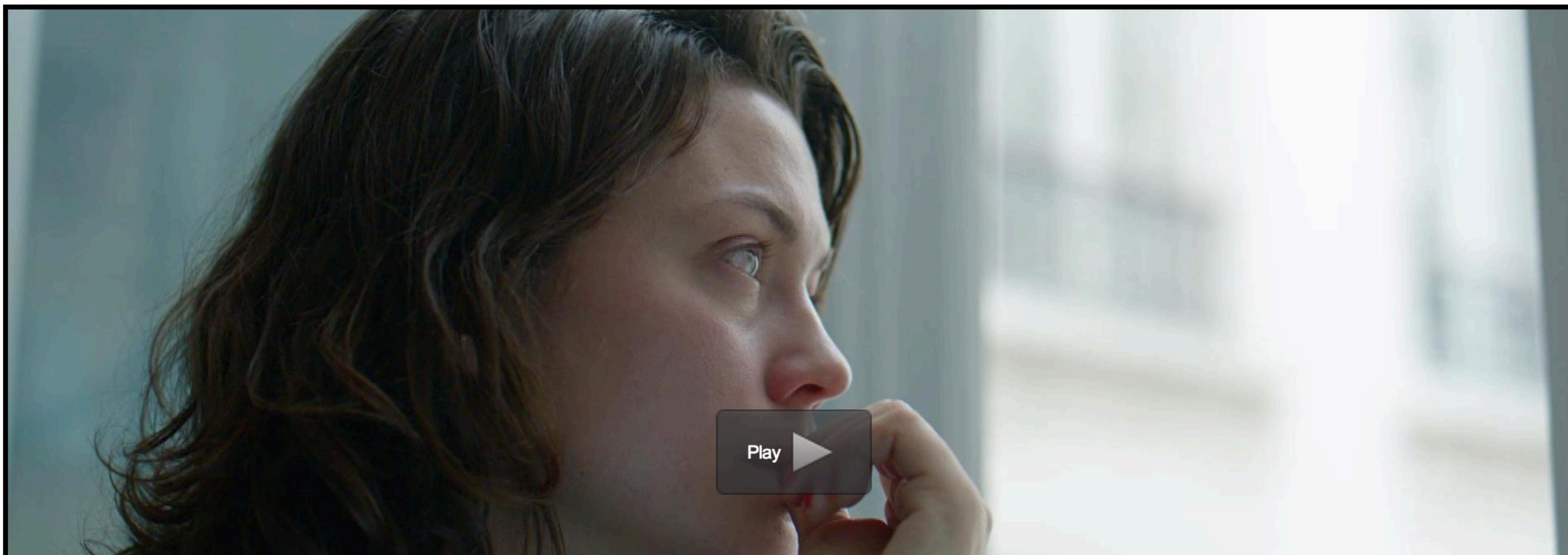
Ratings

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Feminist Collective Against Rape "Laura_JSD92"

1 min 54s

11 November 2016



Aldi
"Hunger of The Gods"

Alexander said:

^ sure is. Actors name is
Colin Michael Carmichael!

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Newsletter

Baileys
"Presents"

20s
14 Nov 2016





France

This quietly compelling film from France's Feminist Collective Against Rape depicts a woman whose distress is equalled only by her confusion. We see her sitting alone at home, tentatively typing, and slowly her story unfolds as she recounts events on an online forum.

The night in question began as a catch-up between her and her ex. It was something that had happened a number of times: they'd have dinner, he'd stay over and sleep on the sofa. So far, so unremarkable. But on this occasion, he decided the sofa wasn't enough.

Charities

HOW DO YOU RATE IT?

BRILLIANT

GOOD

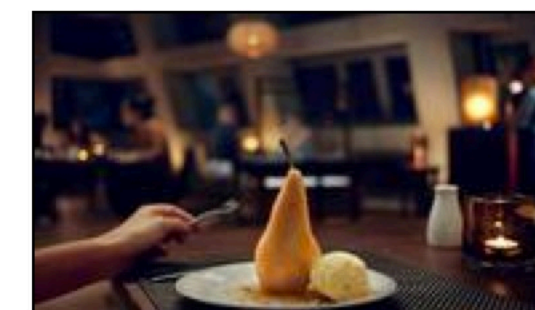
OKAY

POOR

Another in the new campaign for Baileys exhorting us to take the speediest route to a glass of the cream liqueur. Want a drink but need to hide the prezzies? Knock a hole in the wall, shove them in, you're done. Joanna Lumley's VO suggests vandalism can seem like an act of classy irreverence so long as you keep it in the home.

Baileys
"Pear"

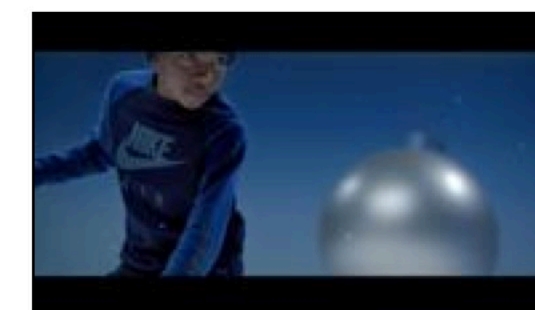
20s
11 Nov 2016



This festive ad for Bailey's features a syrupy pear playing hard to get as a diner chases it round her dessert plate with a fork. Eventually it shoots off and meets an untimely end, at which point the anonymous diner improvises with a glass of the liqueur. Joanna Lumley's dulcet VO and Yello's 'Oh Yeah' give the whole spot a strange 80s vibe.

JD Sports
"Snow"

30s
11 Nov 2016



JD Sports remix another festive melody for this year's Christmas ad. The retailer continues their

As she writes, she relives her ordeal and we're given oblique glimpses of the scene. A discarded shoe. A watch, lying beside a smattering of crumbs. Low lighting. Shadows. These snapshots are all we need to infer the mood: casually relaxed, platonically intimate... and then murky, malevolent.

Her ex-boyfriend is never seen, but the damage done is evident. She writes: "I want to die" before pausing and deleting the words. Finally, she asks: "Was what I went through rape?" Once she hits return, the responses of an anonymous audience begin to filter through. Despite their best intentions, these short responses do little to help 'Laura_JSD92'.

In our always online society, an endless stream of advice, opinions, and perspectives doesn't mean we're always the most well informed. FCAR wants those who are brave enough to articulate their experiences to be able to do so through the right channels - ones that can cut through the noise and offer more solid answers.

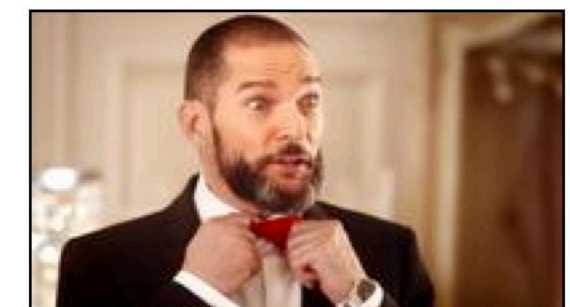
The retailer continues their 'Undisputed Kings of Style' angle as well-known brands stand out among oversized baubles, and the distinctive production design does a good job of distinguishing them from other sports retailers. Smart, attractive and slickly done.

eBay 40s
"Disco" 11 Nov 2016





DDB Europe capture the awkwardness of school discos in this entertaining ad for eBay. Various teenagers navigate a delicate social situation with the help of products acquired through the bidding site, including cute socks for a goth with an identity crisis and aftershave for the gamer whose strategy is evidently to gas his prey into submission. Lovely script.

Marks & Spencer 80s
"Christmas on 11 Nov 2016
Channel 4"



Janet McTeer's Mrs Claus arrives at Channel 4 HQ to ensure its Christmas run like clockwork. She



Creative Agency CLM/BBDO (Paris)
Creative Director Matthieu Elkaim
Creative Charles Dessaux / Sébastien Duhaud
TV Producer Julien Sanson
Film Production Wanda
Director Philippe André   (repped by Independent)
Producer Patrick Barbier
Cinematography David Ungaro
Editor Yann Malcor
Sound Design Schmooze

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EMAIL CREDITS RELATING TO THIS CLIP

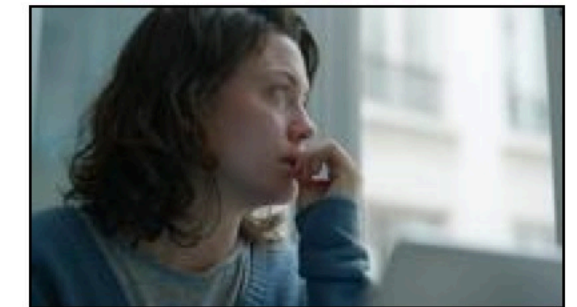
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Channel 4 HQ to ensure its Christmas run like clockwork. She helps Kirstie Allsopp and Phil Spencer decorate the tree in harmony, guides Dawn O'Porter to her perfect festive shoes, and aids Jimmy Doherty with his Christmas banquet. David Mitchell's VO provides an extra Channel 4 link, while the ad shrewdly incorporates the store's fashion, homeware, and food departments.

Feminist Collective Against Rape "Laura_JSD92" 1 min 54s 11 Nov 2016



This quietly compelling film from France's Feminist Collective Against Rape depicts a woman whose distress is equalled only by her confusion. We see her sitting alone at home, tentatively typing, and slowly her story unfolds as she recounts events on an online forum. But is this the best way for her to reach out? How can she be sure she'll get the help she needs?

Heathrow Airport "Best Gift of All" 70s 14 Nov 2016

