

David Reviews

BITING THE HAND THAT FEEDS US SINCE 2002.

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Marks & Spencer "Magic and Sparkle"

90s

8 November 2014



DFS
"Santa Returns"

Catherine said:

Looks like an older Will
Oldham aka Bonnie
'Prince' Billy aka Santa

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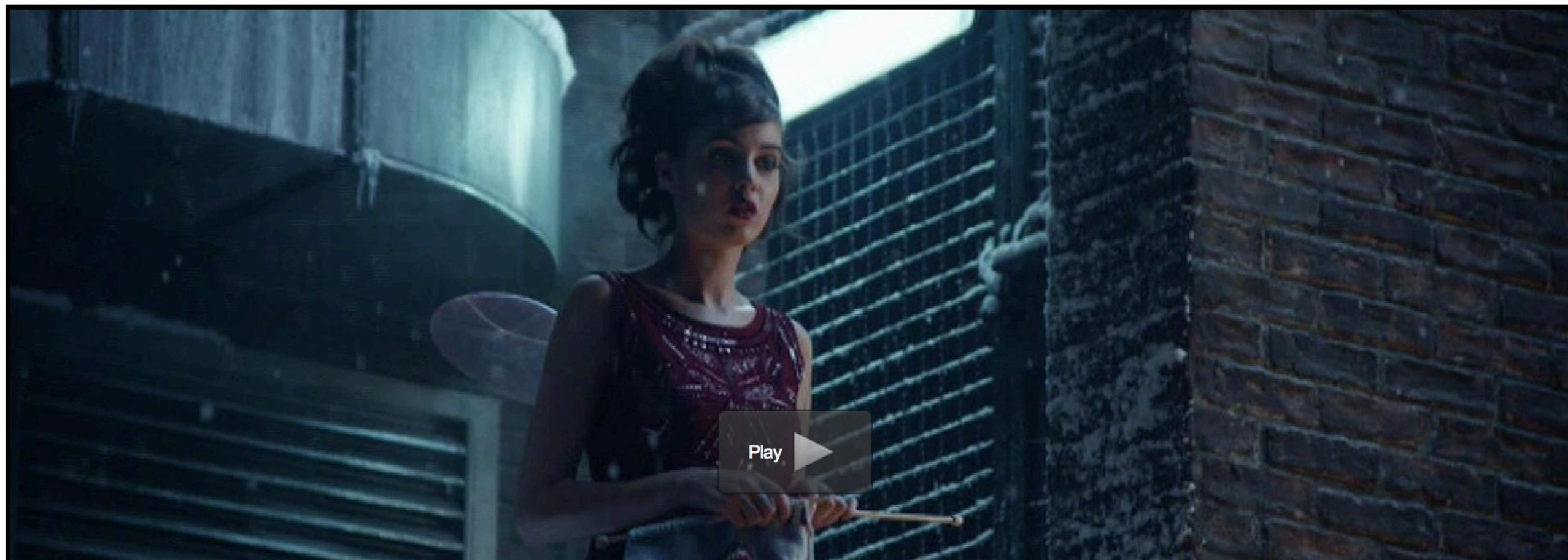
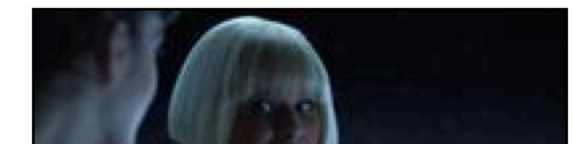
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Marks & Spencer 40s
"Food With Magic & Sparkle" 12 Nov 2014





UK

Christmas ads have come in all shapes and sizes this year, but we have to take our hat off to M&S for this fabulous number. Fairies Magic and Sparkle clock on at work and sprinkle wonder and charm into everyday lives to the fitting track *Fly Me To The Moon*.

It's a delight in every sense, from the stylised movement of the fairies themselves to the careless aim of their transformative dust. It looks as though the pair have been modelled on Tinkerbell - darting, weightless, mischievous and a little

High Street Retailers

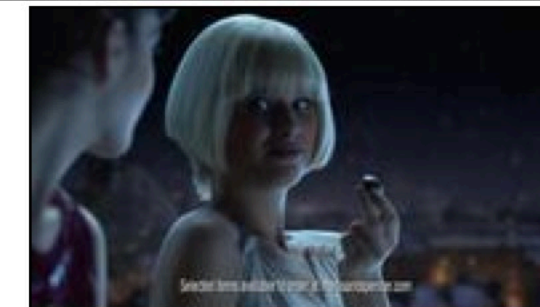
HOW DO YOU RATE IT?

BRILLIANT

GOOD

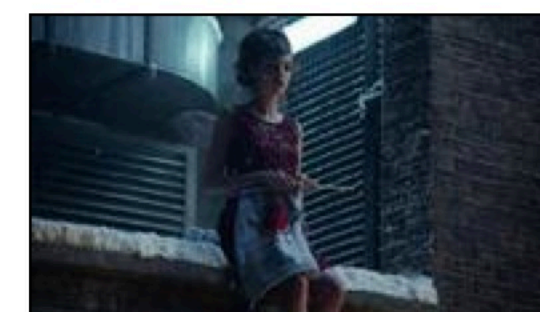
OKAY

POOR



Magic and Sparkle are back - but this time, they're pointing their wands at the food people are getting ready to eat over the festive period. As always in ads for M&S's food output, the offerings look sublime and it cannot be denied that they have some real treats on sale. Is it just us or does this mix of 'Fly me To The Moon' sound as though it's going to launch into 'LA Woman' by The Doors?

Marks & Spencer 90s
"Magic and Sparkle" 8 Nov 2014



Christmas ads have come in all shapes and sizes this year, but we have to take our hat off to M&S for this fabulous number. Fairies Magic and Sparkle clock on at work and sprinkle wonder and charm into everyday lives to the fitting track *Fly Me To The Moon*. It's a delight in every sense, from the stylised movement of the fairies themselves to the careless aim of their transformative dust.

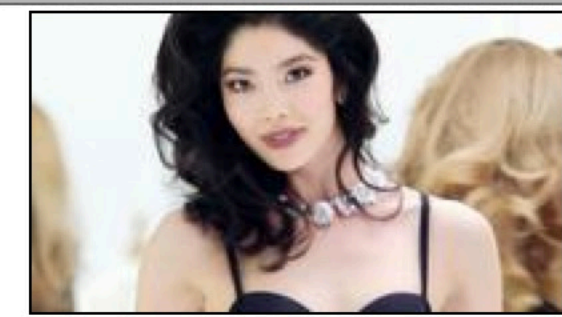
Marks & Spencer 30s
"Partywear" 22 Oct 2014

slapdash - although their actual appearance is more like party girls on a posh night out, wings aside.

It's one of those rare beasts that has you wanting to watch it time and again, so the chances are this spot will play its part in increasing footfall this year - if for no other reason than that seeing this a couple of times will keep M&S uppermost in your mind as a place to do your Christmas shopping and pick up a party frock at the same time. Spellbinding stuff.



Creative Agency	RKCR/Y&R
ECD	Mark Roalfe
Senior Creative	Chris Hodgkiss / Pip Bishop
TV Producer	Rebecca Glover
Agency Exec Producer	Jody Allison
Film Production	Independent Films
Director	Philippe André
Producer	Cathy Green
Editing House	The Whitehouse
Post Production	MPC
Sound Design	Wave
Music Production	Native



The year's definitely edging towards Christmas now. Marks and Spencer has rolled out their partywear ad, and one very stylish ad it is. Our exhibitionist models are trying on a range of looks that are predominantly based around the classic LBD with the odd splash of red or royal blue thrown in to spice things up like a more upmarket mulled wine.

Marks & Spencer 30s
"Cashmere Rainbow" 12 Oct 2014



M&S continues its window theme with this brightly-coloured autumnal ad for its cashmere range. It's beautifully filmed and looks marvellously exotic, so let's hope mere mortal women don't feel intimidated by the leggy lovelies sporting the wool in question. After all, it looks like an excellent way to skirt round the onset of the winter blues.

Marks & Spencer 20s
"Adventures in Ice 2" 7 Oct 2014

