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Published on 1st November 2017 | Issue 173 🔰 @shotscreative

It can be hard to make a standout car commercial, yet Jung von Matt proves it can be

This stylistic spot from Philippe André follows a BMW M5 car as it journeys through deserted landscapes, passing a band of wild horses, to reach the showroom stage, proving its capable of reaching top speeds, while remaining stylish throughout.

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# **Creative connections**

Jung von Matt Agency

Markenfilm Production

The Mill London Post Production

> Philippe André Director

**Katherine Smithson** Producer

Director of Photography Ottar Gudnason

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