

Thursday, May 24, 2007

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## The half time show

When the referee in last night's Champion's League Final turned Liverpool manager Rafa Benitez into a



tantrumming toddler by sounding the final whistle fourteen and a half seconds before it was due, perhaps he was trying to make sure there would be time for all of last night's new commercials.

There was a mini festival of new advertising sandwiched between the inevitable scenes of Scouse disappointment and, unlike the football, much of it was worth seeing. This may prove to be an attempt by ITV to emulate the ad fever that surrounds the Superbowl in the US... if so, they have a long way to go but they've certainly taken a step in the right direction.

The most striking piece of work on show was the featured ad for Ford in which people feel their own vehicles are so pale by comparison to the new Mondeo that they use balloons to consign them to the sky. The film, which was directed by Philippe Andre of Bikini, makes the rejection a mournful business as drivers appear filled with a mixture of regret and desire. It's a rare trick to make special effects so impressive and understated at the same time.

## We live in Financial Times

### Alerts

APRIL 2007 UPDATE:

The ALERT service is now up and running. [Please click here](#) if you want to alerted about specific new commercials when we add them to DAVID.



### About DAVID

DAVID is the UK advertising industry's favourite resource for viewing the latest TV commercials and finding out who made them.

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### Recent Additions

Some of the commercials added to DAVID in the past few days.



ITV Sport	23/05/07
"Time"	30s