

BEALE'S BEST IN SHOW FORD (OGILVY)



Am I really going to do this? Am I really going to stick my neck out and nominate a Ford ad as one of the best around? A Ford ad! Ford, which has a history of some of the most embarrassingly mediocre commercials that the embarrassingly mediocre car advertising sector has ever seen. And it's by Ogilvy, which has plenty of awful Ford car ads to its name. Even Ogilvy curls its corporate toes at the memory of the wedding ad for Fiesta (remem-

ber the girl saved at the altar by the tooting of her car outside the church?). But this one's rather good. And you can sense the relief over at Ogilvy. A Ford ad they can be proud of; they're fairly skipping with the novelty. It's for the new Mondeo, and it shows old cars being beautifully ballooned away to make room for the Mondeo. Is it just me or is there a trend for colourful things floating over city streets in ads at the moment, after the huge suc-

cess of Sony Bravia's balls a year or so ago? Check out Bartle Bogle Hegarty's new Surf ad for another example. Anyway, this Mondeo ad is all very calming and charming, and the special effects by post-production house BUF in Paris are pretty convincing. It's even available in high definition. Could Ogilvy have turned a creative corner? It's probably too early to say, but this ad certainly shows it's going full throttle in the right direction.