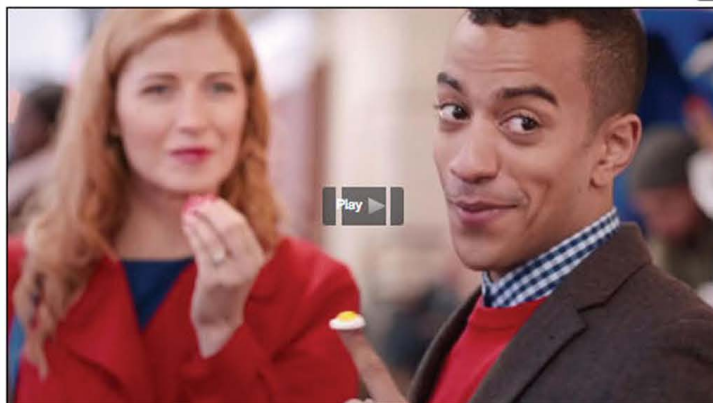


## Haribo "Train Platform"



30s

1 February 2016



Nissan Navara  
"Demolition"  
Mark said:  
Shame about the  
music  
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Haribo 30s  
"Train  
Platform" 1 Feb  
2016



Haribo's charming series of ads featuring adults sounding more childish than usual when it comes to sweets returns with this well-cast work of silliness. We hear children's voices describe their beloved Starmix fried eggs as "like flying saucers" and how the rings make this Si King-lookalike "feel like a princess". As ever, the idea succeeds on the strength on the adult performers.

## UK

Haribo's charming series of ads featuring adults sounding more childish than usual when it comes to sweets returns with this well-cast work of silliness.

As any parent will know, asking a child what their favourite thing in the world involves a colourful range of references and abstract descriptions. Thus, we hear children's voices describe their beloved Starmix fried eggs as "like flying saucers" and how the rings make this Si King-lookalike "feel like a princess".

As ever, the idea succeeds on the strength on the adult performers. These passengers are on good form, each contemplating their gummy treats with wide eyes and cute mannerisms.

The train platform ("Starbridge" - nice) is a good choice too. Taking a setting we associate with adults standing stolidly and content to ignore their fellow passengers and turning it into a playground emphasises the brand's light-hearted vibe particularly well.

## Fruit-Based Confectionery

HOW DO YOU RATE IT?

BRILLIANT

GOOD

OKAY

POOR

Lidl 30s  
"Haribo" 27 Jun  
2015



People are shocked to discover they prefer a non-branded version of Haribo in the latest instalment of Lidl's aggressive taste test commercials. Once