

The Beak Street Bugle / From the Other Side of the Street

A celebration of the month's best-crafted ideas for brands.



Considering the short timeframes and pressures people making commercials work under, it's often quite staggering the level of craft they manage to pull off. This month's best advertising reminded us of this. A combination of attention to detail, efficient storytelling and sheer flair combine to make films that convince uninterested TV audiences to care about brands.



Haribo. Pitch.

This campaign idea has been running for a while now and it's been charming so far, but there's something about this latest instalment that's particularly amusing. The rugby players are brilliantly macho and their performances sync perfectly to the children's voices. Everything just clicked this time and the result is a joyful, no-frills 30-second commercial.