



F E E D



TBWA\CHIAT\DAY LA POSES THE QUESTION 'IS MAN KIND?' FOR AIRBNB

A thought-provoking new spot from TBWA\Chiat\Day LA is receiving a lot of attention this week. The spot, [Is ManKind](#), which has already racked up roughly 1.5 million views on YouTube, follows a wobbly toddler making its way through a home to the front door while the voiceover encourages viewers to look through other people's windows to understand their views, to sit at their tables to share their tastes...

According to Airbnb CMO Jonathan Mildenhall, the baby in the film is meant to represent innocence and curiosity while the voiceover (provided by actress and

director Angela Bassett) represents the voice of wisdom.

The ad is a bold brand statement from Airbnb gently reminding us that our fellow man is inherently good and can be trusted, easing our fears about seeing the world by sharing other people's homes.

To read more, click [here](#).



WHYBIN\TBWA GROUP SYDNEY CHANGED THE FASHION GAME WITH #SHOTBYSOUND

The Spring Summer 2015 campaign for upscale Australian department store chain David Jones was shot largely by musical instruments in an innovative collaborative effort from Whybin\TBWA Group Sydney, mega musician Daniel Johns, MAUD, Universal Music Australia, Will O'Rourke, M.A.P. and Glue Society, with bespoke technology delivered by Digital Arts Network Sydney.

The #ShotbySound campaign used a customized set, telemetric cabling and 42 cameras triggered by the voice and instruments of Daniel Johns and his band. As the singer and band performed "We Are Golden" from his acclaimed album, Talk, so flashed the cameras. Each sound triggered an auto click and flash while the models simply moved to the music, further demonstrating the marriage between music and fashion.

To read more and watch the video, click [here](#).



TBWA\NEBOKO CHALLENGES THE SUN FOR FREE MCDONALD'S MCFLURRIES

TBWA\Neboko used the Netherlands' extreme heat for good by setting up an outdoor ad for McDonald's holding 100 McFlurry cups inside, triggered only by the rising temperature.

Passersby could see their favorite treat in the billboard but were forced to wait until the temperature exceeded 38.6 degrees Celsius (over 101 degrees Fahrenheit). The billboard, connected directly to a thermometer, otherwise just teased the long line of admirers while their thirst for something cold grew stronger.

To watch the video, click [here](#).



BITTERSWEET 'WAKE' HELD FOR OLD NISSAN IN NEW SPOT BY TBWA\CHIAT\DAY LA

In their recent spot for Nissan, "Wake," TBWA\Chiat\Day LA cheekily shows four friends gathered at a junkyard to pay their last respects to their old car "steady Betty."

The suit-clad friends say a few words and even pour a little slushed drink out in memory of their old pal before "she" is crushed in front of them. The spot follows the friends as they later drive away in a new Nissan, joking that any praise of the new car is too soon in the wake of Betty's death and further playing on the personification.

To watch the video, click [here](#).



DAN PARIS AIMS TO RID THE BEDROOM OF SMARTPHONES WITH JUSTTHEBELL

TBWA DAN Paris has decided to switch from digital to analog with a brilliant new way to rest easy. Banking on the theory that most people are so reliant on their smartphones, even to the extent that they have replaced our alarm clocks (or ability to use alarm clocks) DAN Paris has created JustTheBell.

JusttheBell is a small wooden box controlled by your phone/app that let's you shut your smartphone out of the bedroom (or shut it off entirely), allowing you to sleep free of waves and digital noise disturbances. Furthermore, it prevents you from checking texts or emails in the middle of the night that frequently interfere with a good night's rest.

The wooden box has no buttons whatsoever working solely on "shake me kindly" technology. This particular throwback to analog in a digital world is a perfect way to disconnect.

The project is being crowdfunded on KissKissBankBank.

To read more, click [here](#).