

Top 5 global brand videos Feb 2016: Lynx and Budweiser lead the way

Author : Be On

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Lynx' change of tactics, redefining what it means to be a man, has scored for the deodorant **brand**, which takes the top spot in this month's global video chart.

Each month Be On rates the top 5 global pieces of **branded** video content. Be On's ranking is based on an internally developed scorecard, where the videos are evaluated based on six general criteria (Instant Attractions, Audience Retention, Storytelling, Shareability, Production, Overall campaign) measuring the campaign's online success.

The rating is from 1-10, where 1 is the lowest.

1. Lynx, "find your magic"

Score: 9.8

<https://youtu.be/3wB-yrCH02o>

Lynx has moved away from their popular "Lynx Effect" style and accompanying bikini-clad women, adopting a more diverse approach with their latest "Find Your Magic" campaign.

As the narrator explains, "Who needs a six pack" when so many men out there boast other impressive qualities?

The video champions individuality, encouraging men to dispense with conformity and macho stereotypes and instead, value what is unique about them personally.

In an age where lads mags are in decline and gender equality and body image are now high on both consumers' and marketers' agendas, it's not surprising Lynx have made a conscious effort to move with the times and redefine masculinity.

Directed with energy and attitude, the ad has had nearly 10 million views on YouTube and achieved 23,000 shares in its first week proving a hit with its audience.

It looks like Lynx's new and relevant **brand** identity may just have the magic touch. The spot has attracted attention on **social** media, with fans praising the campaign for its approach. In the words of the **brand** themselves, "as masculinity evolves, so are we."

2. Tesla, "not a dream"

Score: 9.5

<https://vimeo.com/152927644>

Automotive and energy storage company, **Tesla** Motors, call out to those secret revolutionaries willing to challenge the norm, as they promote their latest zero emissions Model S.

True to form, **Tesla** have enlisted the help of their dedicated fan base, as the Freise Brothers transport viewers into a dystopian dream, reminiscent of a scene from Mad Max. Haunting, yet quietly optimistic, the ad promotes its latest vehicle and echoes the despairing sentiments of Serbian American inventor, Nikola **Tesla** as he muses upon the tensions between society and science.

Following other success spots created by fans, such as Everdream Pictures' "modern spaceship", as well as director Sam O'Hare's beautifully orchestrated CGI that created a stunning image of a car formed from Fireflies, this spot takes an equally creative approach.

The latest ad in a string of independently made creative spots, "not a dream", goes much darker, shot in black and white and set to a crackling record player sound.

As a **brand** that values **innovation**, it isn't afraid to shake up its audience and try something new.

Released on Twitter and YouTube by the Freise Brothers, the spot has clocked up 352K views since launching and lures audiences in with mystery and mischievousness.

3. Budweiser, "give a damn"

Score: 9

<https://youtu.be/DX9JR1A7rf0>

This spot features none other than Academy award-winning, Dame Helen Mirren DBE, or "a notoriously frank and uncensored British Lady" as she refers to herself in **Budweiser's** Super Bowl 2016 commercial, "give a damn".

Refreshingly dry and thoroughly British, this PSA was **designed** specifically for the game Super Bowl final, and alerts viewers to the dangers of drunk driving.

Speaking on behalf of "the collective we", Helen Mirren abruptly informs drivers that they are "oxygen wasting", human "forms of pollution" if they get behind the wheel while intoxicated.

As one of the most significant events in the **advertising** calendar, the Super Bowl is prime time for global **brands** to communicate the right message to their audiences – the only thing it's missing is a certain air of Britishness, which is where this **brand** really comes into its own.

They are pros at leveraging Hollywood talent at the right time, enlisting the help of Amy Schumer and Seth Rogen in yet another Super Bowl 50 spot this year that played on the upcoming US elections.

The spot ties in brilliantly with the tone of Bud's newly **designed** packaging, aiming to attract a younger audience with a fun and playful approach, while still tapping into that loyal fan base that has stayed true to the **brand** over the years.

4. **Deadpool, "gentlemen, touch yourself tonight"**

Score: 8.6

<https://youtu.be/KsdD1MJXOpk>

Getting men to check for the signs of cancer can be a tricky job, particularly when it's of the testicular variety.

But who better to drive home such an important message than Marvel's latest big screen star **Deadpool**, played by Ryan Reynolds.

Sitting on top of a pool table, using billiard balls as props, **Deadpool** explains this potentially deadly disease in an entertaining yet informing style.

"That bag of beans bouncing around in your hand could be trying to kill you," he says. "Man up and talk to your doctor."

Deadpool is famous for his straight-talking, foul-mouthed attitude and this film has more double entendres than we'd care to mention.

But as a cancer survivor himself, **Deadpool** is actually the perfect spokesperson for this campaign and the movie tie-in is a clever way to raise awareness of this serious issue amongst a demographic that typically responds well to humour.

With over three million views on YouTube and plenty of editorial coverage, this public service announcement successfully uses the star power of a major Hollywood heavyweight and strikes the right balance between information and entertainment.

5. **BoConcept, "the fight starring Mads Mikkelsen"**

Score: 8.2

<https://youtu.be/JicXleHm9Hk>

High-end furniture **brand**, BoConcept, has teamed up with another well-known Danish export, actor Mads Mikkelsen, in this inventive new video.

Known for playing Hollywood villains, most famously in *Casino Royale*, Mikkelsen squares off against an invisible baddie, intent on stealing the contents of a mysterious briefcase.

Featuring the tagline "Make The Most Out Of Your Space", "the fight" is BoConcept's third short film collaboration with Mikkelsen and aims to show the swiftness and expertise of its Interior **Design** service.

Packed full of action and special effects, this short film brilliantly showcases the **brand**'s range of products with style and humour.

In a competitive market, BoConcept has landed on a clever and creative idea that will appeal to its discerning audience and stands it apart from other famous Scandinavian furniture **brands**.

Since it was released on the 17 February, the film has had nearly 110,000 views on YouTube alone.

All of which proves that BoConcept's partnership with Mikkelsen is a stylish and savvy match made in **designer** heaven.

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