

A nice refreshing ad campaign for Architecture In Helsinki

Ad focus

Australian six-piece Architecture In Helsinki are set to reap the benefits of a television campaign for soft drink company Robinson's, which features a track from the group's debut album entitled Spring 2008.

The ad forms part of a year-long campaign for the cordial manufacturer, incorporating a series of five differently themed ads, running consecutively over the course of 12 months.

The first ad, themed as Grow, started on May 1 and features music from Deerhoof.

Architecture In Helsinki feature in the second ad, themed as Clouds, which started on May 14. After a short break throughout June, the Architecture In Helsinki ad will return to the small screen in August. A further three ads are still in production, with details to be announced at a later date.

Richard Sauberlich, a music researcher at Leap Music, sourced the music for the ads for creative agency BBH. He says



the Architecture In Helsinki track provided a strong fit with the overall theme of the campaign.

"Essentially we went for Spring 2008, because it mirrors the visual. It was our top choice out of a number of songs that we put forward to BBH," he explains.

The ads themselves take the form of short, simple animations. In the case of Clouds, the ad features children dancing under rain clouds, concluding with the strapline: "Raise them on Robinson's."

Sauberlich says the music

complemented the simplicity of the animation. "The song has an almost childlike, very innocent quality to it and fits well with other songs in the campaign, all of which have a similar, playful atmosphere."

Architecture In Helsinki are published by Sony/ATV and signed to independent label Co-Op in the UK. The band recently concluded a number of European dates and will perform at Kings College in London today (Monday). The tour then takes them to the US, with dates running until June 19 at the Henry Fonda Theatre in LA.