

AD CAMPAIGN BOOT CAMP

This is a cheat sheet of the industry's most referenced, timeless (or soon-to-be timeless) ads. To suggest an addition to the list or flag a broken link, email me at gabriel.sehringer@gmail.com.

If you've found this list helpful, consider donating to [The Asian Mental Health Collective](#), [The Loveland Foundation](#), or another of the many groups doing racial equity work right now. Thanks!

Defining Work of the Last 10-15 Years

[British Airways "A British Original"](#) [Uncommon London]
[British Airways "Windows"](#) [Uncommon London]
[Beats "You Love Me"](#) [Translation LLC]
[State Farm "The Last Dance"](#) [Translation LLC]
[Burberry "Open Spaces"](#) [Riff Raff Films + Burberry]
[Burberry "Festive"](#) [Riff Raff Films + Burberry]
[VICE "Unfiltered History Tour"](#) [Dentsu Webchutney]
[Lacoste "Unexpected Encounters"](#) [BETC]
[Lacoste "The Big Leap"](#) [BETC]
[Lacoste "Timeless"](#) [BETC]
[Lacoste "Save Our Species"](#) [BETC]
[Leroy Merlin "Life's Adventure"](#) [BETC]
[AddictAide "Like My Addiction"](#) [BETC]
[Tubi "Interface Interruption"](#) [Mischief @ No Fixed Address]
[Sydney Opera House "Play It Safe"](#) [The Monkeys]
[Tuvalu "The First Digital Nation"](#) [The Monkeys]
[LadBible "The Trash Isles"](#) [AMV BBDO]
[Essity/Libresse "Periodsomnia"](#) [AMV BBDO]
[Essity/Libresse "Bloodnormal"](#) [AMV BBDO]
[Essity/Libresse "Viva la Vulva"](#) [AMV BBDO]
[Essity/Libresse "Womb Stories"](#) [AMV BBDO]
[Guinness "Made of Black"](#) [AMV BBDO]
[TAC "Meet Graham"](#) [Clemenger BBDO]
[Snickers "Hungerithm"](#) [Clemenger BBDO]
[Airbnb "Until We All Belong"](#) [Clemenger BBDO]
[Skinny "Phone it in"](#) [Colenso BBDO]
[Pedigree "Adoptable"](#) [Colenso BBDO]
[Pedigree "K9FM"](#) [Colenso BBDO]
[Pedigree "Child Replacement Programme"](#) [Colenso BBDO]
[VW "Reduce Speed Dial"](#) [Colenso BBDO]
[DB Export "Brewtroleum"](#) [Colenso BBDO]
[P&G "The Talk"](#) [BBDO NY]
[AT&T "Close to Home"](#) [BBDO NY]

[AT&T "Cinema"](#) [BBDO NY]
Mountain Dew KickStart: [Puppy Monkey Baby](#) + [Freak Chain](#) [BBDO NY]
GE "Unimpossible Missions": [Bell](#), [Snowball](#), [Wall](#) + [Lightning](#) [BBDO NY]
[GE "Childlike Imagination"](#) [BBDO NY]
[GE "The Message"](#) [BBDO NY]
[Sandy Hook Promise "Evan"](#) [BBDO NY]
[Sandy Hook Promise "Back-to-School Essentials"](#) [BBDO NY]
[Sandy Hook Promise "Teenage Dream"](#) [BBDO NY]
FedEx "Most Dangerous Band in the World" [BBDO NY]
Regent Park School "Parkscapes" [BBDO Toronto]
NSC "Prescribed to Death" [Energy BBDO]
Getty Images "Endless Possibilities" [AlmapBBDO]
Getty Images "Endless Stories" [AlmapBBDO]
GEICO "Unskippable" [Martin Agency]
Donate Life "World's Biggest Asshole" [Martin Agency]
School Strike 4 Climate "Climate Doctor's Certificate" [CHEP Network]
Samsung "Flipvertising" [CHEP Network]
Oreo "OreoCodes" [VML New York]
Matilda Bay "Rejected Ales" [Howatson+Company]
Beats "Straight Outta Somewhere" [R/GA Hustle]
Beats "The Game Before the Game" [R/GA Hustle]
Ad Council "Love Has No Labels" [R/GA]
Burger King "The McWhopper Proposal" [Y&R NZ]
Axe "Find Your Magic" [72andSunny Amsterdam]
HBO Go "Awkward Family Viewing" [SS+K]
> plus [Cousins](#), [Faithful](#), [Acceptance](#), [Appreciation](#)
[Save the Children "Most Shocking Second a Day"](#) [Don't Panic London]
[Channel 4 "Idents"](#) [4Creative]
Channel 4: [Meet the Superhumans](#), [We're the Superhumans](#) + [Super. Human.](#) [4Creative]
IKEA "Bookbook" [BBH Singapore]
Nike "Unlimited Stadium" [BBH London]
REI "#OptOutside" [Venables Bell & Partners]
Heinz "Ketchup Fraud" [Rethink]
Coors Light "Lights Out" [Rethink]
Doritos "Spicy But Not Too Spicy" [Rethink]
Sunday Times "Icons" [Grey London]
Coca-Cola "Masterpiece" [Blitzworks]
V&A Museum "If You're Into It, It's in the V&A" [adam&eveDDB]
CALM "The Last Photo" [adam&eveDDB]
Harvey Nichols "Shoplifters" [adam&eveDDB]
Harvey Nichols "Sorry, I Spent it on Myself" [adam&eveDDB]
Harvey Nichols: [Chickens](#), [Mannequins](#) + [Try to Contain Your Excitement](#) [adam&eveDDB]
John Lewis yearly Christmas ads [adam&eveDDB]

> [Compilation from 2007-2013](#) + watch [The Long Wait](#) again

> [Monty the Penguin](#), [Man on the Moon](#), [Buster the Boxer](#), [The Boy & the Piano](#), [The Beginner](#)

[John Lewis "Tiny Dancer"](#) [adam&eveDDB]

[John Lewis & Partners "Bohemian Rhapsody"](#) [adam&eveDDB]

[H&M "Come Together"](#) [adam&eveDDB]

[Marmite "Neglect"](#) [adam&eveDDB]

[Marmite "Gene Project"](#) [adam&eveDDB]

[Marmite "Lovers. Don't Spread the Hate"](#) [adam&eveDDB]

[B-Classic "Dvorak"](#) [DDB Brussels]

[Play-Doh "The Gallery of Emerging Species"](#) [DDB Paris]

[Ubisoft "Green Dawn"](#) [DDB Paris]

Skittles: [Exclusive the Rainbow](#) + [Broadway the Rainbow](#) [DDB Chicago]

[Progressive "Dr. Rick"](#) [Arnold]

[Krylon "Pinterest Yard Sale"](#) [Deutsch NY]

[H&M "Close the Loop"](#) [Forsman & Bodenfors]

[Volvo "Epic Split"](#) [Forsman & Bodenfors]

Volvo "Live Tests": [Look Who's Driving](#), [Hamster](#) + [Hook](#) [Forsman & Bodenfors]

[IKEA "Irresistible Pointless Ads"](#) [Akestam Holt]

[Kenzo "World"](#) [The Framework]

[Louis XIII "100 Years"](#) [Fred & Farid]

[Libération "The Refugee Edition"](#) [Fred & Farid]

[PedidosYa "World Cup Delivery"](#) [GUT Buenos Aires]

[Stella Artois "The Artois Probability"](#) [GUT Buenos Aires]

[Samsung "Ostrich"](#) [Leo Burnett]

[Art Institute "Van Gogh BNB"](#) [Leo Burnett]

[ChangeTheRef "The Lost Class"](#) [Leo Burnett]

[IKEA "Cook This Page"](#) [Leo Burnett Toronto]

[Spanish Lottery "Justino"](#) [Leo Burnett Madrid]

[Dali Museum "Dreams of Dali"](#) [Goodby Silverstein & Partners]

[Lunchables "Lunchabuilds"](#) [Goodby Silverstein & Partners]

[Xfinity "Emily's Oz"](#) [Goodby Silverstein & Partners NY]

[Coca-Cola "Recycle Me"](#) [WPP Open X, led by Ogilvy NY]

[CeraVe "Michael CeraVe"](#) [Ogilvy NY]

["Refugee Nation"](#) [Ogilvy NY]

[IBM "A Boy and His Atom"](#) [Ogilvy NY]

[IBM "Smarter Cities"](#) [Ogilvy Paris]

[Kiwi "Portraits Completed"](#) [Ogilvy Chicago]

[Salta "Beer Tooth"](#) [Ogilvy Argentina]

[Sagawa Shoyu "The Soy Sauce Posters"](#) [Ogilvy Japan]

[PAE "Morning After Island"](#) [Ogilvy Honduras]

NZ Police Force: [Freeze](#) + [Breaking News](#) [Ogilvy NZ]

[Burger King "Burger Glitch"](#) [DAVID São Paulo]
[Burger King "Confusing Times"](#) [DAVID Madrid]
[JCDecaux "Meet Marina Prieto"](#) [DAVID Madrid]
[MACMA "Man Boobs"](#) [DAVID Miami]
[Burger King "The Proud Whopper"](#) [DAVID Miami]
[Burger King "Google Home of the Whopper"](#) [DAVID Miami]
[Burger King "Burning Stores"](#) [DAVID Miami]
[Burger King "Whopper Neutrality"](#) [DAVID Miami]
[Burger King "Stevenage"](#) [DAVID Miami + DAVID Madrid]
[Burger King "Moldy Whopper"](#) [DAVID Miami + INGO Stockholm + Publicis]
[Swedish Tourist Association "The Swedish Number"](#) [INGO Stockholm]
[Twitter "What's Happening?"](#) [Twitter In-House]
[Dollar Shave Club "Our Blades Are F***ing Great"](#) [DSC In-House]
[Burger King "Turning Their Tweets Against Them"](#) [MullenLowe]
Tomcat: ["Dead Mouse Theater"](#) + ["Facebook Not Live"](#) [Barton F. Graf]
[Emerald Nuts "Yes Good"](#) [Barton F. Graf]
[Little Caesars "Big Dreams"](#) [Barton F. Graf]
[Boost Mobile "Boost Your Voice"](#) [180LA]
[Budweiser "TagWords"](#) [Africa]
[House of Lapland "Salla 2032"](#) [Africa]
Audi Quattro "Candide Thovex": [part 1](#) + [part 2](#) [Lowe Stratéus]
[Orange "WoMen's Football"](#) [Marcel]
[Back Market "Hack Market"](#) [Marcel]
[Carrefour "Black Supermarket"](#) [Marcel]
[Amazon Prime "Great Shows Stay With You"](#) [Droga5 London]
[Android "Friends Furever"](#) [Droga5]
[Hillary Clinton "Role Models"](#) [Droga5]
Newcastle Brown Ale: [No Bollocks](#) + [If We Made It](#) [Droga5]
[Under Armour "I Will What I Want"](#) [Droga5]
[Under Armour "Rule Yourself"](#) [Droga5]
[Google Pixel "Life By You, Phone by Google"](#) [Droga5]
[Google Pixel "Ask More"](#) [Droga5]
NY Times "The Truth": [part 1](#) + [part 2](#) [Droga5]
[NY Times "He Said She Said"](#) [Droga5]
[NY Times "Life Needs Truth"](#) [Droga5]
[Tourism Australia "Dundee Returns"](#) [Droga5]
[Mailchimp "Did You Mean Mailchimp?"](#) [Droga5]
Hennessy: [The Man Who Couldn't Slow Down](#), [The Piccards](#) + [The Ride](#) [Droga5]
[Hennessy V.S. "Major"](#) [Droga5]
[Christie's "The Last Da Vinci"](#) [Droga5]
[IHOP "IHOB"](#) [Droga5]
[Johnsonville "Made the Johnsonville Way"](#) [Droga5]

[Facebook "Find Each Other"](#) [Droga5]
[Meta "Project Tokyo"](#) [Droga5]
[HBO "For the Throne"](#) [Droga5, W+K, Giant Spoon, and 360i]
Old Spice: [Mom Song](#) + [Dad Song](#) [Wieden + Kennedy]
[Old Spice "Legendary Man"](#) [Wieden + Kennedy]
Nike: [Unlimited You](#), [Unlimited Future](#) + [Unlimited Youth](#) [Wieden + Kennedy]
[Nike "Come Out of Nowhere"](#) [Wieden + Kennedy]
[Nike "Swoosh Vote"](#) [Wieden + Kennedy]
[Nike "Breaking2"](#) [Wieden + Kennedy]
[Nike "Dream Crazy"](#) [Wieden + Kennedy]
[Nike "Dream Crazier"](#) [Wieden + Kennedy]
[Nike Mexico "Juntas Imparables"](#) [Wieden + Kennedy]
[KFC "The Return of the Colonel"](#) [Wieden + Kennedy]
[KFC "11 Herbs and Spices"](#) [Wieden + Kennedy]
[Samsung "Busy Busy Busy"](#) [Wieden + Kennedy]
[DoorDash "DoorDash-All-the-Ads"](#) [Wieden + Kennedy]
Southern Comfort "Whatever's Comfortable" [W+K NY]
> [Beach](#), [Shampoo](#), [Karate](#) + [ShottaSoCo](#)
[The Atlantic "Am I Typecast?"](#) [W+K NY]
[Jordan "Re2pect"](#) [W+K NY]
[Nike "Home"](#) [W+K London]
Lurpak: [Where There Are Cooks](#) and [Smoooth](#) [W+K London]
[Honda Type R "The Other Side"](#) [W+K London]
[Finish "I Love Doing Dishes"](#) [W+K London]
[Three "Phones Are Good"](#) [W+K London]
[Three "Dance Pony"](#) [W+K London]
[Nike "Nothing Beats a Londoner"](#) [W+K London]
[Nike "What Are Girls Made Of?"](#) [W+K Amsterdam]
[Citizen "Chasing Horizons"](#) [W+K Amsterdam]
S7 Airlines: [The Best Planet](#) + [Visit Earth](#) [W+K Amsterdam]
[Nike "Badge of Honor"](#) [W+K Shanghai]
[Nike "Da Da Ding"](#) [W+K Delhi]
[KFC "FCK"](#) [Mother London]
IKEA: [Playin' With My Friends](#), [T-Shirts](#), [Ghosts](#), + [Beds](#) [Mother London]
[NY Public Library "InstaNovels"](#) [Mother NY]
[Black Forest "So Juicy. Ja!"](#) [JOAN Creative]
[Cadbury "Made to Share"](#) [VCCP London]
[State Street "Fearless Girl"](#) [McCann NY]
[Lockheed Martin "Field Trip to Mars"](#) [McCann NY]
[Metro Australia "Dumb Ways to Die"](#) [McCann Melbourne]
[Microsoft Xbox "The Everyday Tactician"](#) [McCann London]
[Microsoft Xbox "Survival Billboard"](#) [McCann London]

[Microsoft Xbox “Football Decoded”](#) [McCann London]
[Microsoft Xbox “Fanchise Model”](#) [McCann London]
[Coca-Cola “First Taste”](#) [McCann Europe]
[Adidas Originals “Original is Never Finished”](#) [Johannes Leonardo]
[P&G “The Look”](#) [Saturday Morning]
Diesel: [Go With the Flaw](#) + [Keep the World Flawed](#) [LePub Milan]
[Heineken “Pub Museums”](#) [LePub Milan + Publicis Dublin]
[Heineken “Pub Succession”](#) [LePub Milan + Publicis Dublin]
[Black Lives Matter “Unsafety Check”](#) [JWT NY] — *warning: graphic content*
[ING “The Next Rembrandt”](#) [JWT Amsterdam]
[Squarespace “Calling JohnMalkovich.com”](#) [JohnXHannes]
[Expensify “Expensify This”](#) [JohnXHannes]
[Montefiore “Corazon: Give Your Heart”](#) [JohnXHannes]
[Upwork “This is How We Work Now”](#) [Alto]
[Conservation International “Nature is Speaking”](#) [TBWA\Media Arts Lab]
[Apple “Shot on iPhone”](#) [TBWA\Media Arts Lab]
[Apple HomePod “Welcome Home”](#) [TBWA\Media Arts Lab]
[Apple “Unlock”](#) [TBWA\Media Arts Lab]
[Apple “Barbershop”](#) [TBWA\Media Arts Lab]
Apple AirPods: [Sway](#) and [Stroll](#) [TBWA\Media Arts Lab]
Apple AirPods: [Bounce](#) and [Snap](#) [TBWA\Media Arts Lab]
[Apple “The Greatest”](#) [Apple]
[Apple “Detectives”](#) [Apple]
[Corona “Native Sportscasters”](#) [We Believers]
[Adidas “Billie Jean King Your Shoes”](#) [TBWA\Chiat\Day NY]
[SickKids VS “Undeniable”](#) [Cossette]
[McDonalds “Follow the Arches”](#) [Cossette]
TV2 “All That We Share”: [Year 1](#) + [Year 2](#) [&Co.]
[Momondo “The DNA Journey”](#) [&Co.]
[KPN Telecom “Evert_45”](#) [N=5]
[Palau Legacy Project “The Palau Pledge”](#) [Host/Havas]
Hornbach: [Faces](#), [Symphony](#), [You’re Alive](#) + [Sweat it Out](#) [Heimat Berlin]
[Shiseido “High School Girl”](#) [Watts Tokyo]
[Playstation “Gravity Cat”](#) [Hakuhodo Tokyo]
[LEICA “100”](#) [F/Nazca Saatchi & Saatchi]
[BGH “Dads in Briefs”](#) [Dei Campo Nazca Saatchi & Saatchi]
[Tide “It’s a Tide Ad”](#) [Saatchi & Saatchi]
[Tonal “Stop Working Out in the Past”](#) [Quality Experience]
[Spotify “Spreadbeats”](#) [FCB New York]
[Dramamine “The Last Barf Bag”](#) [FCB Chicago]
[Contours “Baby Stroller Test-Ride”](#) [FCB Chicago]
[Michelob Ultra “Dreamcaster”](#) [FCB New York]

[Michelob Ultra “McEnroe vs. McEnroe”](#) [FCB New York]
[Burger King “The Whopper Detour”](#) [FCB New York]
[Black & Abroad “Go Back to Africa”](#) [FCB/SIX]
[Black & Abroad “The Black Elevation Map”](#) [Performance Art]
[TNT “Push to Add Drama”](#) [Duval Guillaume]
[Lion “Furphy. What the Truck?”](#) [Thinkerbell]
[The Times “JFK Unsilenced”](#) [Rothco]
[Pop-Tarts “The First Edible Mascot”](#) [Weber Shandwick]
[Husqvarna “Happy Birthday From Earth”](#) [Prime Weber Shandwick]

Best of the Early 2000s

[The Guardian “Three Little Pigs”](#) [BBH London]
[Johnnie Walker “The Man Who Walked Around the World”](#) [BBH London]
[Levi’s “Flat Eric”](#) [BBH London]
[Levi’s “Odyssey”](#) [BBH London]
[Levi’s “Dangerous Liaison”](#) [BBH London]
[Barclays “Money”](#) [BBH London]
[Axe “Fear No Susan Glenn”](#) [BBH NY]
[Google Chrome “Speed Tests”](#) [Google Creative Lab + BBH NY]
[Google “Dear Sophie”](#) [Google Creative Lab + BBH NY]
[Google “Parisian Love”](#) [Google Creative Lab]
Skittles: [Pinata](#) + [Touch](#) + [Tube Sock](#) + [Rabbit](#) [TBWA\Chiat\Day NY]
Starburst: [Factory](#) + [Little Lad](#) [TBWA\Chiat\Day NY]
[Combos “Man-Mom”](#) [TBWA\Chiat\Day NY]
[Gatorade “Replay”](#) [TBWA\Chiat\Day]
[Fox Sports “Beware of Things Made in October”](#) [TBWA\Chiat\Day]
[Adidas “Hello Tomorrow”](#) [TBWA\Chiat\Day]
[Levi’s “Crazy Legs”](#) [TBWA\Chiat\Day]
[Apple “Get a Mac \(Mac vs. PC\)”](#) [TBWA\Chiat\Day]
[Apple iPod “Silhouettes”](#) [TBWA\Chiat\Day]
Jameson [Lost Barrel](#) + [The Hawk of Achill](#) + [The Iron Horse](#) [TBWA\Chiat\Day]
[Apple “Misunderstood”](#) [TBWA\Media Arts Lab]
[Adidas “Impossible Goalkeeper”](#) [TBWA\Germany]
[Adidas “D Rose Jump Store”](#) [TBWA\London]
[Playstation “Mountain”](#) [TBWA\London]
[The Zimbabwean “Trillion Dollar Campaign”](#) [TBWA\Hunt Lascaris]
[BMW “Starry Night”](#) [TBWA\Hunt\Lascaris]
[PENNY “Price Packs”](#) [ServicePlan Germany]
[Weetabix “Steeplechase”](#) [WCRS]
[Reebok “Escape the Sofa”](#) [Lowe London]
[Magnum “Find Your Summer”](#) [LOLA MullenLowe]
[American Greetings “World’s Toughest Job”](#) [MullenLowe]

[FedEx "Stolen Idea"](#) [McKinney]
[Washington Lottery "Flightless Birds"](#) [Publicis Seattle]
[Tourism Queensland "The Best Job in the World"](#) [SapientNitro Brisbane]
[Dior Homme "Un Rendez Vous"](#) [The Style Council]
[Uniqlo "Uniqlock"](#) [Projector Tokyo]
[Brylcreem "Effortless"](#) [Havas London]
VW "Drivers Wanted": [Big Day](#), [Pink Moon](#) + [Sunday Afternoon](#) [Arnold]
[Truth "Body Bags"](#) [Arnold and CP+B]
[IKEA "Lamp"](#) [Crispin Porter + Bogusky]
[Mini "Let's Motor"](#) [Crispin Porter + Bogusky]
[Burger King "Subservient Chicken"](#) [Crispin Porter + Bogusky]
[Burger King "Whopper Virgins"](#) [Crispin Porter + Bogusky]
[Burger King "Whopper Freakout"](#) [Crispin Porter + Bogusky]
[Burger King "Whopper Sacrifice"](#) [Crispin Porter + Bogusky]
[Bolthouse Farms "Eat 'Em Like Junk Food"](#) [Crispin Porter + Bogusky]
[American Express "Small Business Saturday"](#) [Crispin Porter + Bogusky]
The Natural Confectionery Co: [Trumpets](#), [Pineapple](#), [Hide & Seek](#), [Magic](#), [Telephone](#) [Fallon]
[Cadbury "Gorilla"](#) [Fallon London] → ["Is Cadbury's drumming gorilla the best ad of all time?"](#)
Sony Bravia "Color Like No Other": [Bouncy Balls](#) + [Paint](#) [Fallon]
[EDS "Cat Herders"](#) [Fallon]
[Sports Illustrated "You May Not Get It"](#) [Fallon]
[BMW "The Hire"](#) [Fallon]
[FOX "Regional Sports"](#) [Cliff Freeman & Partners]
[Harley-Davidson "Peanuts"](#) [Carmichael Lynch]
[Diesel "SFW XXX"](#) [The Viral Factory]
[Samsung "Charge"](#) [The&Partnership]
[Epuron "Mr. W"](#) [Nordpol Hamburg]
[VW "The Force"](#) [Deutsch]
[Verizon Droid "48 Hours"](#) [mcgarrybowen]
[Thorntons "Stuck"](#) [Shop London]
[VW "Protection"](#) [BMP DDB]
[VW "Heaven"](#) [BMP DDB]
[VW "The Fun Theory"](#) [DDB Stockholm]
[Diet Pepsi "Truck"](#) [DDB NY]
[Water is Life "Hashtag Killer"](#) [DDB NY]
Bud Light: [Swear Jar](#) + [Clothing Drive](#) [DDB Chicago]
[Budweiser "Whassup?"](#) [DDB Chicago]
[Budweiser "Real Men of Genius"](#) [DDB Chicago]
[State Farm "State of Unrest"](#) [DDB Chicago]
[Philips "Carousel"](#) [DDB London x Tribal DDB]
[Smart "Txtbks"](#) [DDBDM9]
[Nike "Chalkbot"](#) [Deeplocal]
[Carlton Draught "Big Ad"](#) [Y&R Melbourne]

[Toshiba "With 10 Years of Life"](#) [Dentsu]
[Axe "Destiny"](#) [Ponce Buenos Aires]
[BAFICI "Cat with a Pipe"](#) [la comunidad Buenos Aires]
[Ecko "Still Free"](#) [Droga5]
Puma: [After Hours Athlete](#) + [Hardchorus](#) [Droga5]
[Bing "Decode Jay-Z"](#) [Droga5]
[Honey Maid "This is Wholesome"](#) [Droga5]
["Help I Want to Save a Life"](#) [Droga5]
[JCER "The Great Schlep"](#) [Droga5]
[UNICEF "Tap Project"](#) [Droga5]
[Jim Beam "Parallels"](#) [StrawberryFrog]
[Monster.com "Moose"](#) [BBDO NY]
[GE "Time Upon a Once"](#) [BBDO NY]
[HBO "Voyeur"](#) [BBDO NY]
[Lowe's "Fix in Six"](#) [BBDO NY]
VISA: [Broadway Poem](#) + [Post-9/11 Broadway Tribute](#) [BBDO NY]
[Foot Locker "It Wouldn't Be Weird If It Was Sneakers"](#) [BBDO NY]
[Guinness "Wheelchair Basketball"](#) [BBDO NY]
Snickers "You're Not You When You're Hungry": [Betty White](#) + [more](#) [BBDO NY]
[Guinness "Noitulove"](#) [AMV BBDO]
[Guinness "Sapeurs"](#) [AMV BBDO]
[Sainsbury's "Christmas is For Sharing"](#) [AMV BBDO]
[Amnesty International "Trial by Timeline"](#) [Colenso BBDO]
[Carlton Draught "Beer Chase"](#) [Clemenger BBDO]
[Skittles "Cat Lick"](#) [BBDO Toronto]
[Diesel "Be Stupid"](#) [Anomaly]
[Johnnie Walker "The Gentleman's Wager"](#) [Anomaly]
[Tide "Talking Stain"](#) [Saatchi & Saatchi]
[eTrade "Wasted"](#) [Goodby Silverstein & Partners]
[Logitech "Ivan Cobenk"](#) [Goodby Silverstein & Partners]
[Comcast "Rabbit"ore](#)
[Goodby Silverstein & Partners]
[GEICO "Hump Day"](#) [Martin Agency]
[GEICO "Kash"](#) [Martin Agency]
[GEICO "Cavemen"](#) [Martin Agency]
[More GEICO campaigns](#) + [Pinocchio](#) + [Words Hurt](#) [Martin Agency]
[Wrangler "We Are Animals"](#) [Fred & Farid]
[P&G Always "Like a Girl"](#) [Leo Burnett]
[Coca-Cola "Small World Machines"](#) [Leo Burnett Sydney]
[TMB Bank "Panyee FC"](#) [Leo Burnett Thailand]
[John West Salmon "Bear Fight"](#) [Leo Burnett London]
Car One: [Inheritance](#), [Blueberries](#) + [Love Story](#) [Leo Burnett Buenos Aires]

[LIDL “DILL”](#) [INGO Stockholm]
[Nike “Nike+ Fuelband”](#) [R/GA]
[Red Bull “Stratos”](#) [Red Bull Brand]
[GoDaddy “Stick It”](#) [Barton F. Graf]
[350Action “Climate Name Change”](#) [Barton F. Graf]
[Clash of Clans “Revenge”](#) [Barton F. Graf]
Kayak: [Surgeon](#), [Stairlift](#), [5-Man Job](#) + [Pupils](#) [Barton F. Graf]
Little Caesars: [Cast](#), [No Rules](#), [Log In](#) + [Hold Music](#) [Barton F. Graf]
[Mercedes-Benz “Chicken”](#) [Jung von Matt]
[Konzerthaus Dortmund “Concert Milk”](#) [Jung von Matt]
[Intermarché “Inglorious Produce”](#) [Marcel]
Miller High Life “High Life Man” [Wieden + Kennedy]
> [Noah](#), [Mayo](#), [Duct Tape](#), [5 O’Clock Shadow](#), [Hot Dog](#) + [a whole lot more](#)
[Sportscenter “This is Sportscenter”](#) + [‘best of’ list](#) [Wieden + Kennedy]
[Powerade “The Rose That Grew From Concrete”](#) [Wieden + Kennedy]
[Nike “Freestyle”](#) [Wieden + Kennedy]
Nike “Find Your Greatness”: [The Jogger](#) + [London](#) [Wieden + Kennedy]
[Nike “The Last Game”](#) [Wieden + Kennedy]
[Nike “Possibilities”](#) [Wieden + Kennedy]
[Nike “Ripple”](#) [Wieden + Kennedy]
[Nike “Shade Running”](#) [Wieden + Kennedy]
[Nike “Guerrilla Tennis”](#) [Wieden + Kennedy]
[Nike “The Cage”](#) [Wieden + Kennedy]
[Nike Jordan “Maybe It’s My Fault”](#) [Wieden + Kennedy]
[Old Spice “The Man Your Man Could Smell Like”](#) [Wieden + Kennedy]
[Chrysler “Imported From Detroit”](#) [Wieden + Kennedy]
[Chrysler “It’s Halftime in America”](#) [Wieden + Kennedy]
[Coca-Cola “Heist”](#) [Wieden + Kennedy]
[Coca-Cola “Border”](#) [Wieden + Kennedy]
[Coca-Cola “It’s Mine”](#) [Wieden + Kennedy]
[Coca-Cola “Video Game”](#) [Wieden + Kennedy]
[P&G “Thank You, Mom”](#) [Wieden + Kennedy]
[Levi’s “Go Forth”](#) [Wieden + Kennedy]
[Coca-Cola “Happiness Factory”](#) [W+K Amsterdam]
[Nike “Write the Future”](#) [W+K Amsterdam]
[Nike “A Little Less Gravity \(Defy\)”](#) [W+K Amsterdam]
[Heineken “Legendary Posters”](#) [W+K Amsterdam]
[Heineken “Departure Roulette”](#) [W+K NY]
[ESPN “Born Into It”](#) [W+K NY]
[ESPN “It’s Not Crazy, It’s Sports” campaign](#) + [“The Name”](#) [W+K NY]
[Target “Color Changes Everything”](#) [W+K NY]
[Honda “The Cog”](#) [W+K London]
[Honda “Grr”](#) [W+K London]

[Honda "Hands"](#) [W+K London]
[Honda "Impossible Dream"](#) [W+K London]
Lurpak: [The Cook](#), [Rainbow](#), [Good Proper Food](#) + [Adventure Awaits](#) [W+K London]
[Dos Equis "Most Interesting Man" campaign](#) [Euro RSCG]
[Oreo "Dunk in the Dark"](#) [360i]
[Canal+ "The Bear"](#) [BETC]
[Canal+ "The March of the Emperors"](#) [BETC]
Evian "Babies": [Roller Babies](#), [Baby Inside](#) + [Baby & Me](#) [BETC]
Dove "Campaign for Real Beauty" [Ogilvy, multiple offices]
> [Evolution](#), [Real Beauty Sketches](#) + [Little Girls](#)
[Coca-Cola "Hands"](#) [Ogilvy China]
[British Airways "Magic of Flying"](#) [Ogilvy UK]
[Reebok "Terry Tate: Office Linebacker"](#) [Arnell Group]
[Virgin Mobile "Blinkwashing"](#) [Mother NY]
Chipotle: [The Scarecrow](#) and [Back to the Start](#) [CAA]
[DirecTV "Get Rid of Cable" campaign](#) [Grey]
eTrade "Baby": [spots](#) + [background](#) [Grey]
[Canon "Inspired"](#) [Grey]
[Panda Cheese "Never Say No to Panda"](#) [Advantage Egypt]
[Intel "The Beauty Inside"](#) [Pereira & O'Dell]
[Samsung Galaxy "The Next Big Thing"](#) [72andSunny]
[K-Swiss "The MFCEO"](#) [72andSunny]
[Benetton "Unhate"](#) [72andSunny Amsterdam]

Older Classics

[Apple "1984"](#)
[Apple "Think Different"](#)
[The Independent "Litany"](#)
[VW "Snow Plow"](#)
[VW "Funeral"](#)
[VW "Think Small"](#)
[Xbox "Champagne"](#)
[CA Milk Processor Board "Got Milk?"](#)
> [Got Milk "Alexander Hamilton"](#)
> [Got Milk "Heaven or Hell"](#)
[Fiat "Handbuilt by Robots"](#)
[Guinness "Surfer"](#)
[Guinness "Swimmer"](#)
[Guinness "Tipping Point"](#)
[Jeep "Snow Covered"](#)
[Stella Artois "Last Orders"](#)
[Stella Artois "Ice Skating Priests"](#)

[Levi's "Drugstore"](#)
[Levi's "Creek"](#)
[Levi's "Laundrette"](#)
[Levi's "Blind Man"](#)
[Coca-Cola "Hilltop"](#)
[Coca-Cola "Christmas Caravan"](#)
[Monster "When I Grow Up"](#)
[FedEx "Fast Talker"](#)
[FedEx "Didn't Ship With FedEx"](#)
[Budweiser "Frogs"](#)
[Budweiser "Lizards"](#)
[Absolut "Absolut _____"](#)
[Nike "Just Do It"](#)
[Nike "Tag"](#)
[Nike "Parklife"](#)
[Nike "If You Let Me Play"](#)
[Nike "Wings"](#)
[Nike "Jordan 1, Newton 0"](#)
[Nike Jordan "Mars Blackmon"](#)
[Nike Golf "Hacky Sack"](#)
[Gatorade "Be Like Mike"](#)
[Pepsi "Pepsi Generation": Michael Jackson + Cindy Crawford](#)
[Pepsi "Your Cheatin' Heart"](#)
[Talens Rubber Cement "Nuns"](#)
[McDonald's "The Showdown"](#)
[Chanel No. 5 "Share the Fantasy"](#)
[Hamlet Cigars "Photobooth"](#)
[Wendy's "Where's the Beef?"](#)
[Playstation "Double Life"](#)
[The Guardian "Skinhead"](#)
[The Economist print ads](#)
[Avis "We Try Harder"](#)
[Jack in the Box "Jack's Back"](#)