

## New FCB Cape Town TVC for Musica

Capitalising on 'when words fail, music speaks'; FCB Cape Town has created a new TVC for Musica. Musica tasked the agency with creating an ad that would break through the loud, and often brash, clutter normally associated with retail advertising.

According to executive creative director, Mike Barnwell, the best way to do this was to do the complete opposite.

"Highlighting the consumer take-out 'When words fail, music speaks', the self-conscious editing style and low-tech special effects are all meant to heighten the sense of awkwardness one feels in certain situations," he said.

To view the ad, go to [www.youtube.com/watch?v=nsB8FqBGVHg](http://www.youtube.com/watch?v=nsB8FqBGVHg).

For more, visit: <https://www.bizcommunity.com>