

A Web Page

https://

That Ad

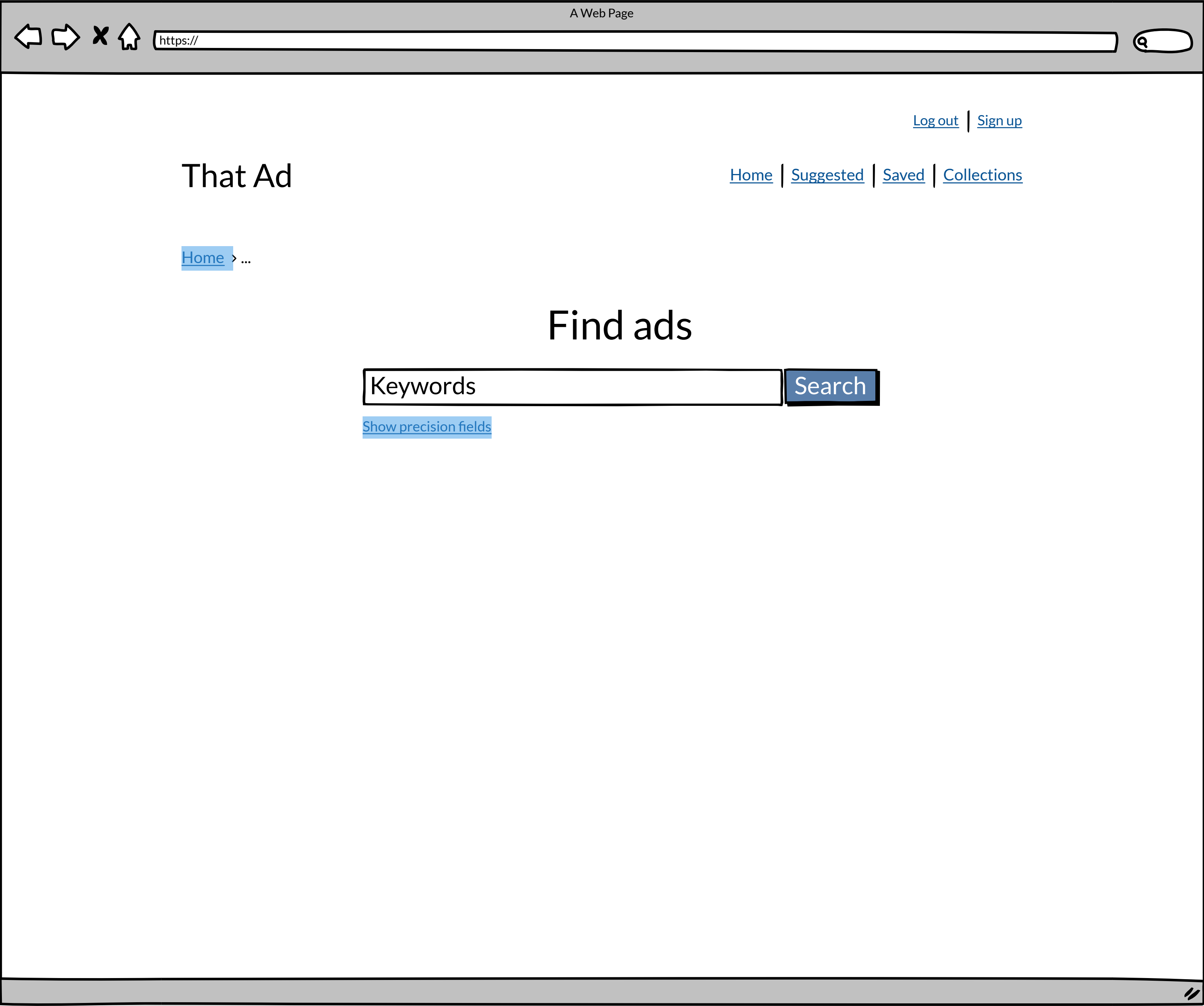
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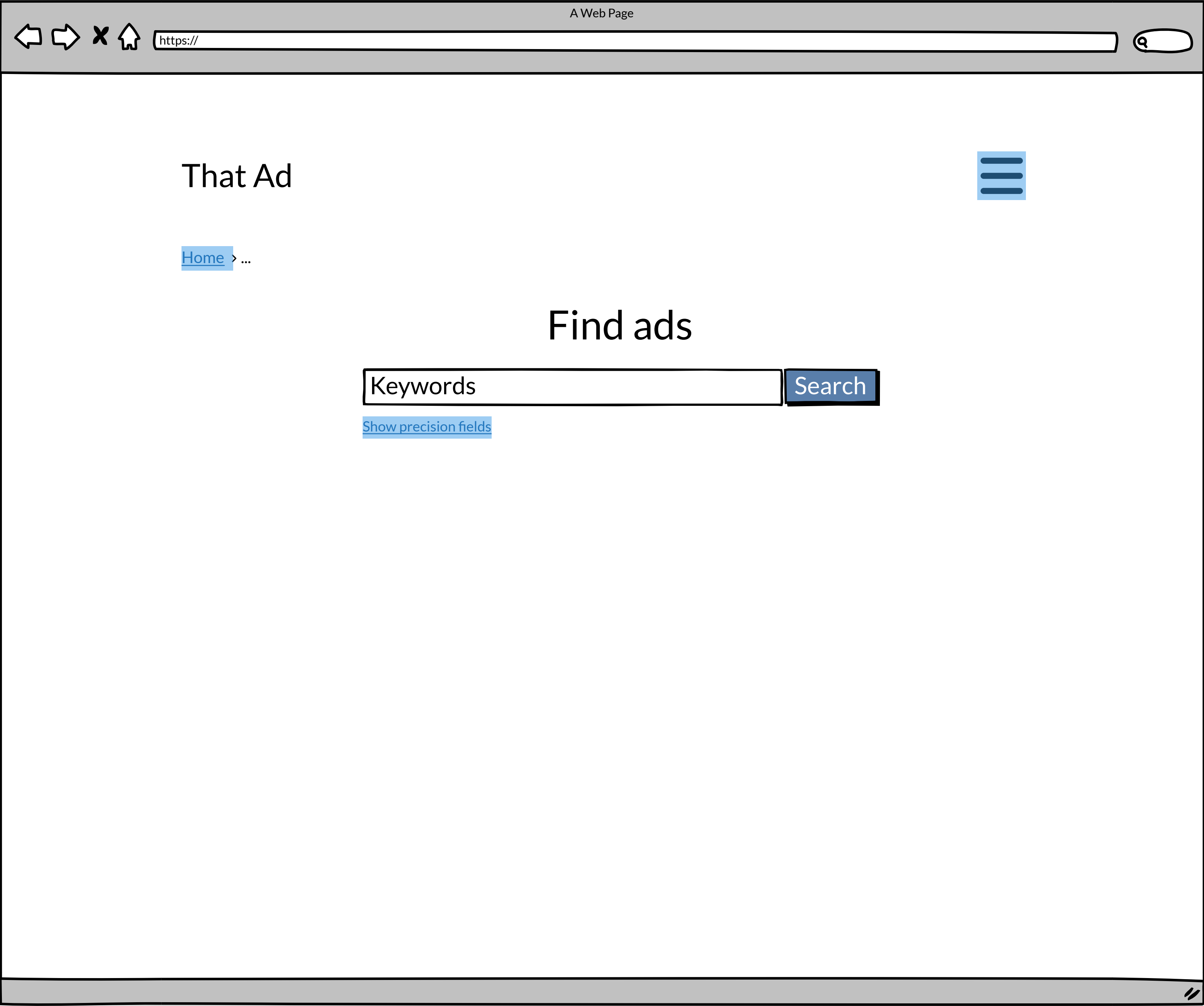
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Brand

Specific product / group

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General product / group

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People

Creators / managers

Place

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Timeframe

Start year

End year

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Brand

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General product / service / group

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Production

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Place

Country / region

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Look

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Brand

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People

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Timeframe

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Collections

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Home > Results for "General: David Fincher"

David Fincher

Search

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96 search results

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1. [Gap: Drive \(2014\)](#)

Matching info

Director [David Fincher](#)

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2. [Gap: Golf \(2014\)](#)

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That Ad

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96 search results

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David Fincher

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Results for "General: David Fincher"

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Collections

David Fincher

Search

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> Results for "General: David Fincher"

96 search results

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1.

[Gap: Drive \(2014\)](#)

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That Ad

David Fincher

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Results (96)



1. [Drive](#)
Gap, 2014

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2. [Golf](#)
Gap, 2014

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3. [Kiss](#)
Gap, 2014

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4. [Stairs](#)
Gap, 2014

Director [David Fincher](#)
5. [Downtown](#)
Calvin Klein, 2013

Director [David Fincher](#)
6. [The Match](#)
Red Digital Cinema, 2010

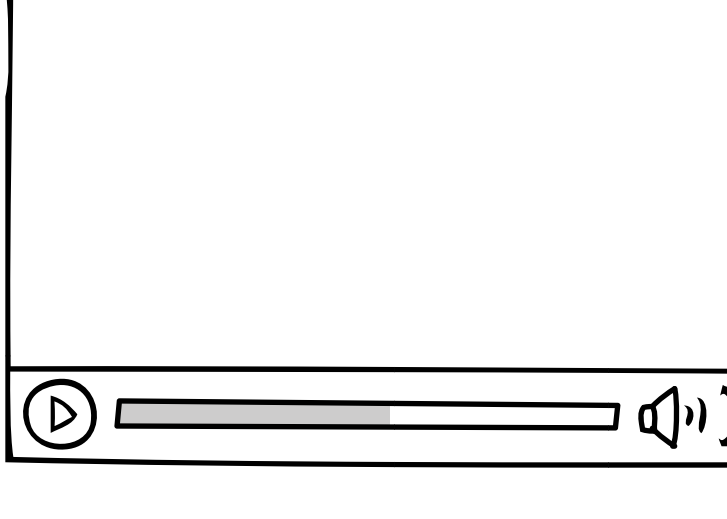
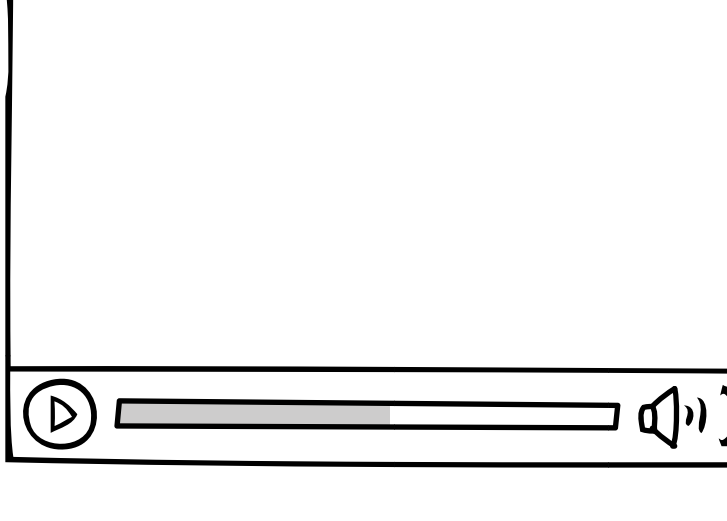
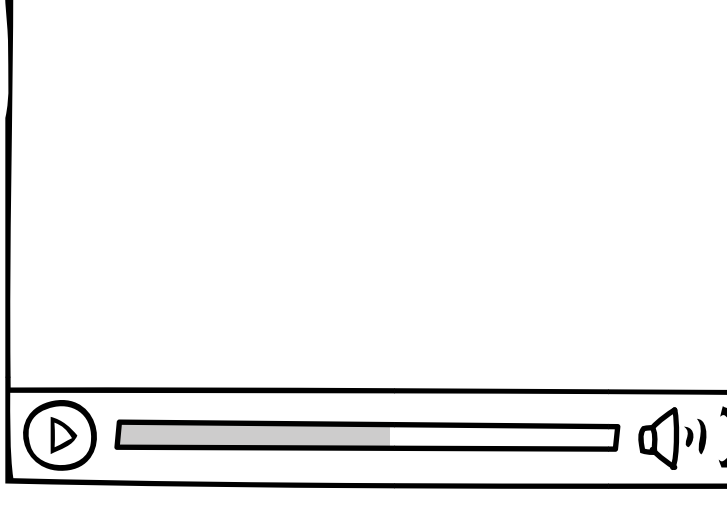
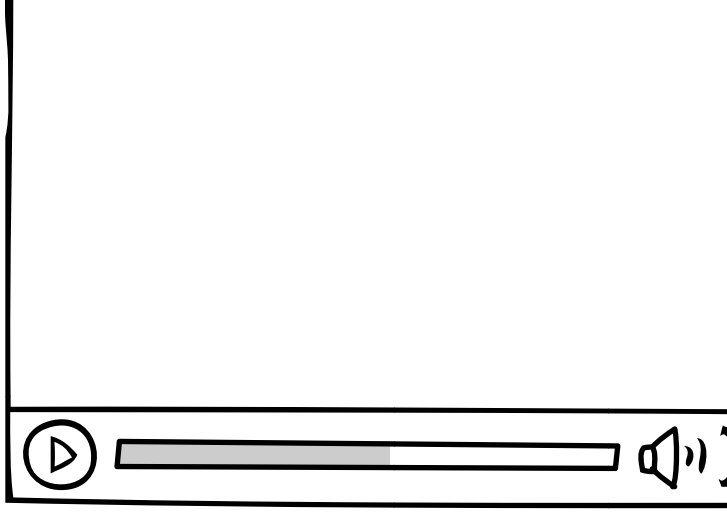
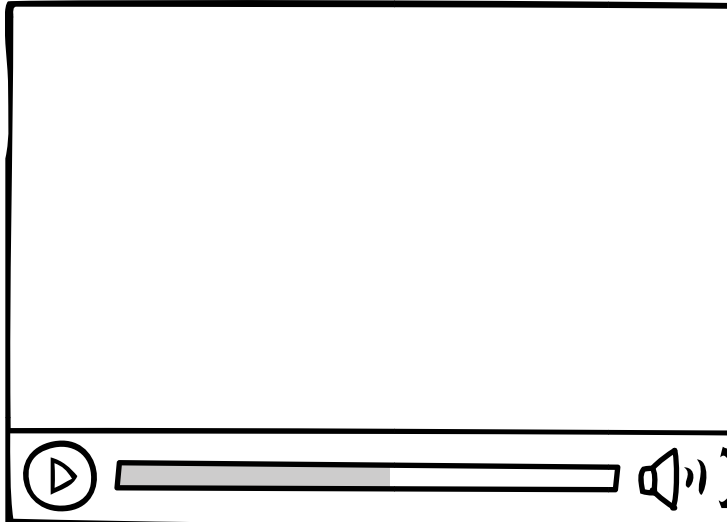
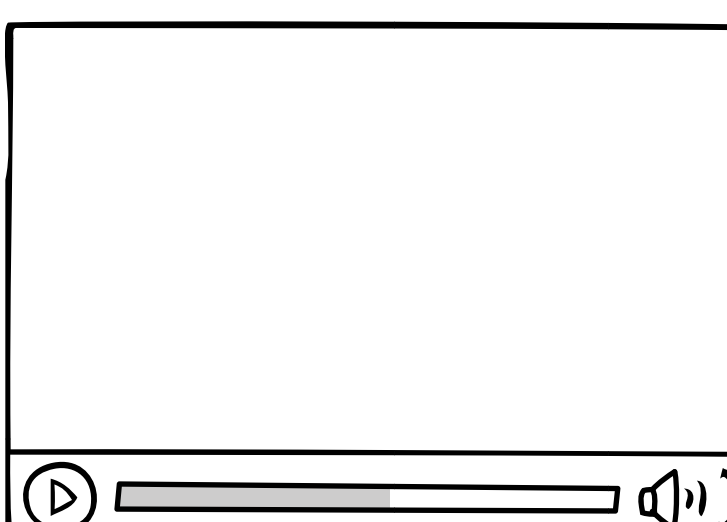
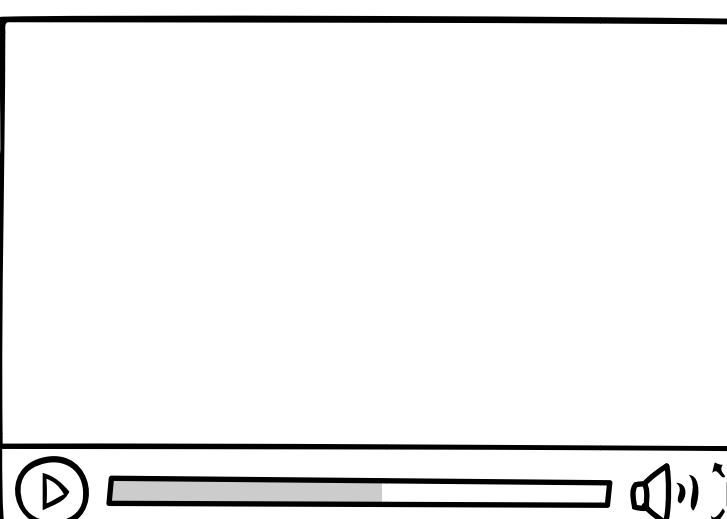
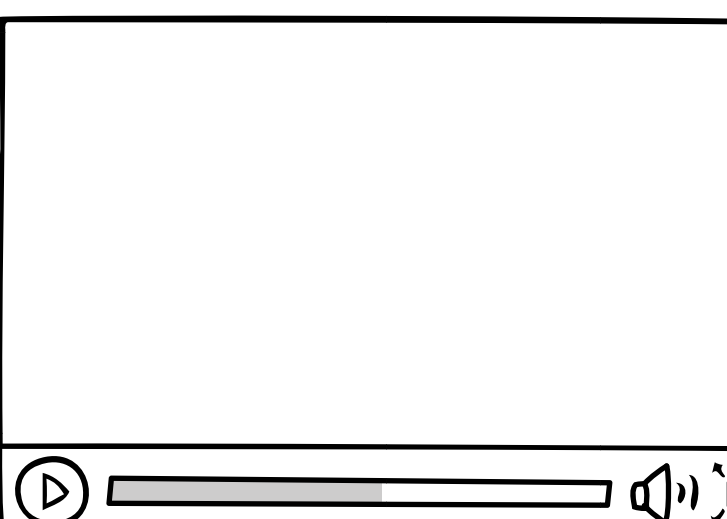
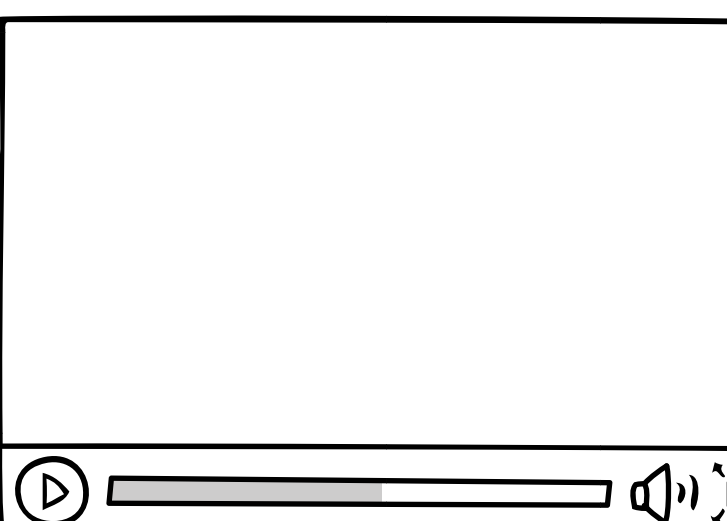
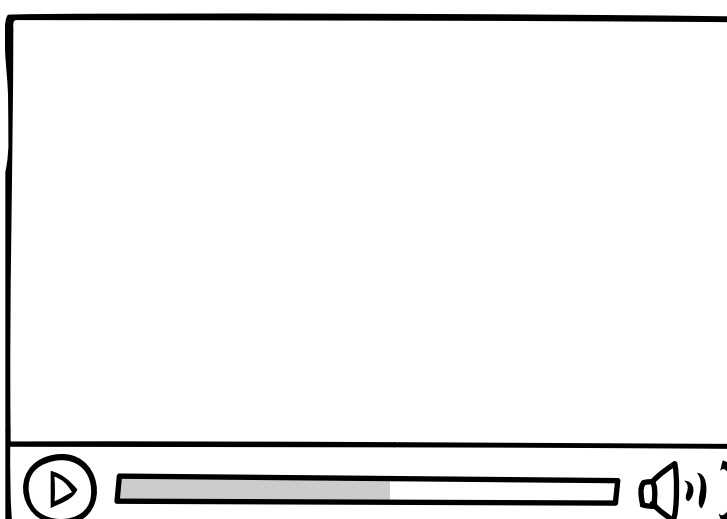
Director [David Fincher](#)
7. [Break-in](#)
Apple, 2009

Director [David Fincher](#)
8. [Trail of Destruction](#)
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Director [David Fincher](#)
9. [Untitled](#)
Stand Up To Cancer, 2008

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10. [Manifesto](#)
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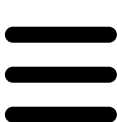
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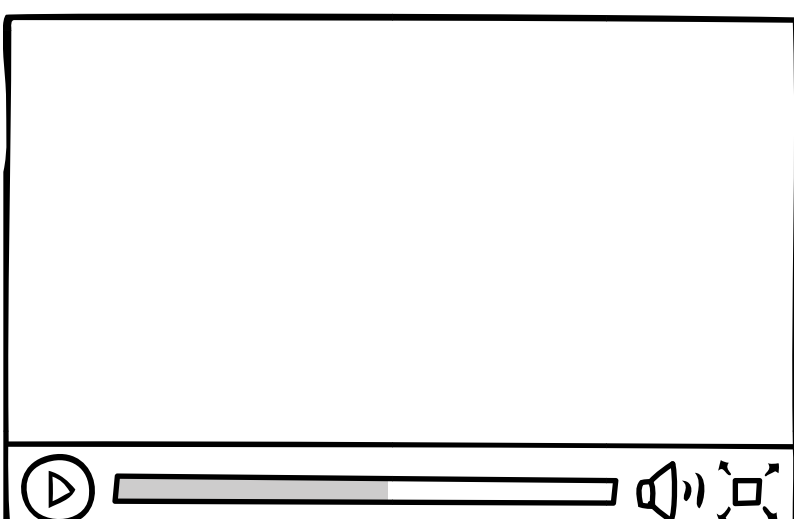
96 results



1. Drive

Gap, 2014

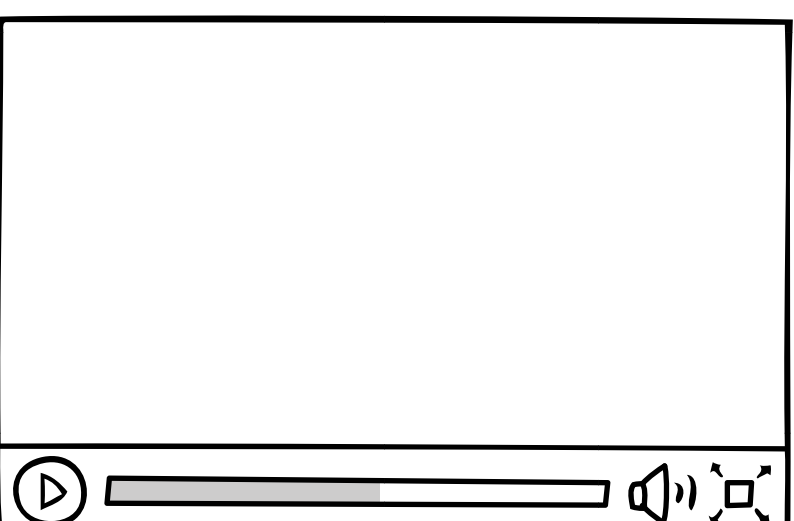
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2. Golf

Gap, 2014

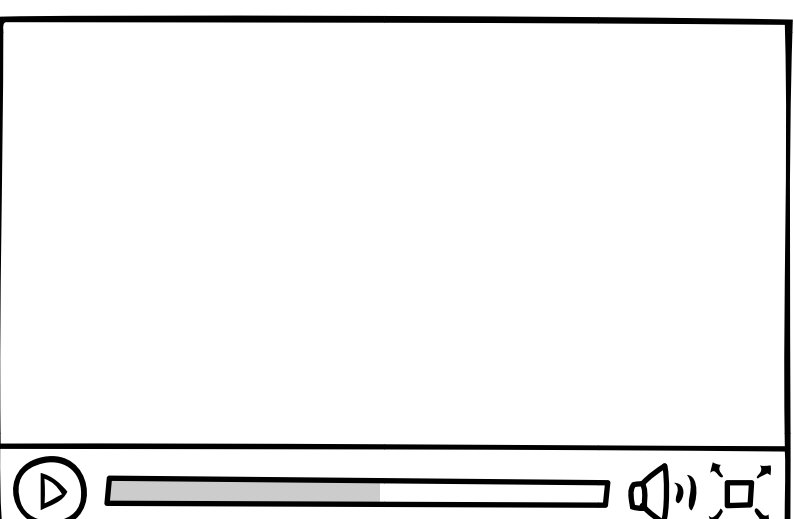
Director David Fincher



3. Kiss

Gap, 2014

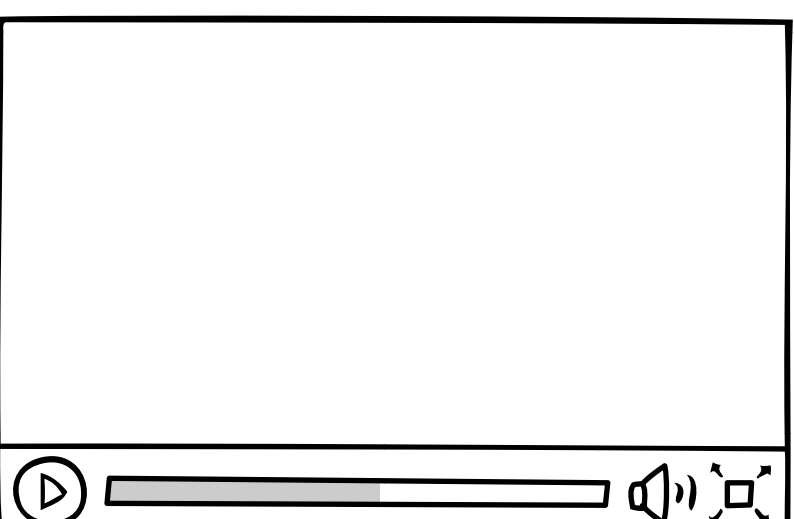
Director David Fincher



4. Stairs

Gap, 2014

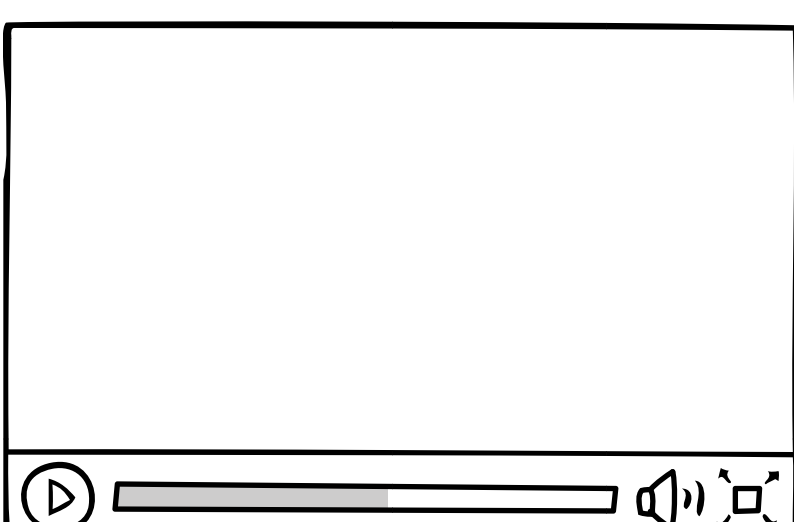
Director David Fincher



5. Downtown

Calvin Klein, 2013

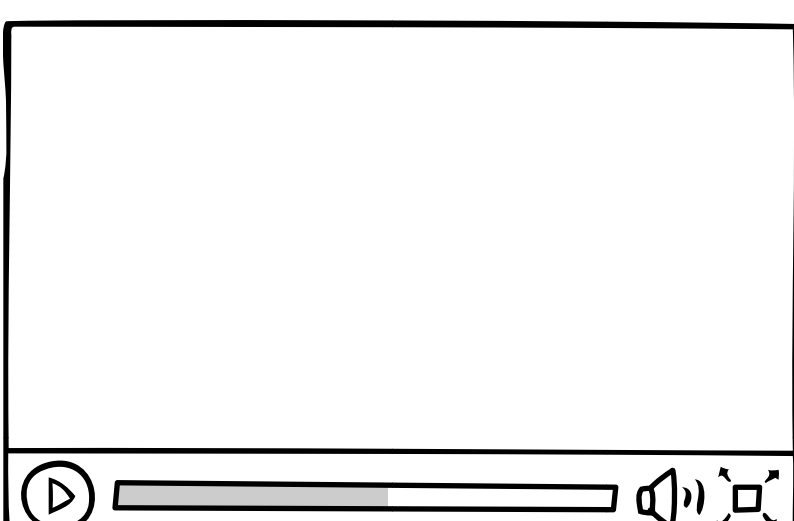
Director David Fincher



6. The Match

Red Digital Cinema, 2010

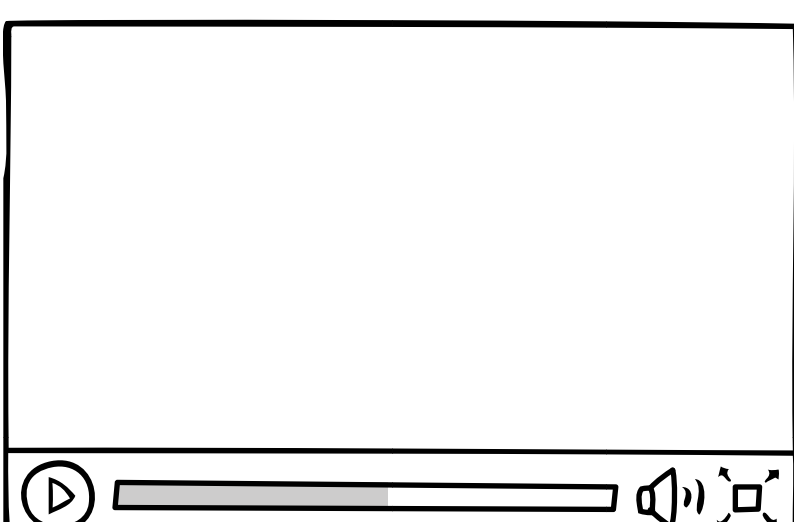
Director David Fincher



7. Break-in

Apple, 2009

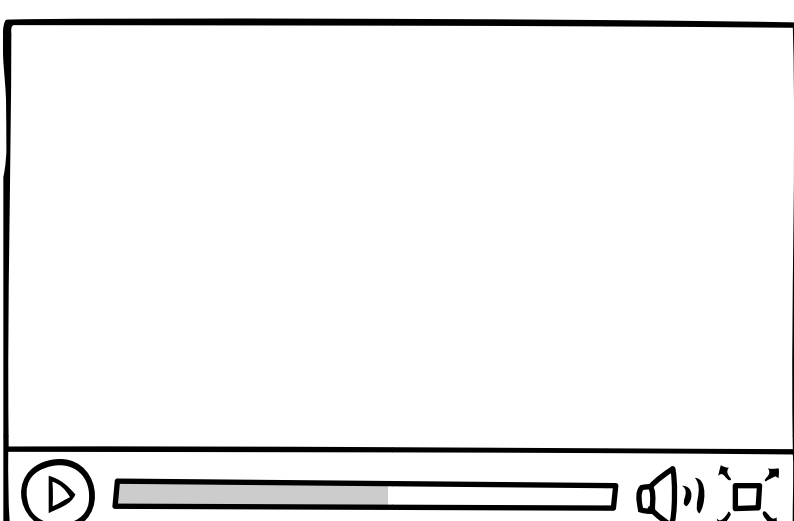
Director David Fincher



8. Trail of Destruction

Nike, 2009

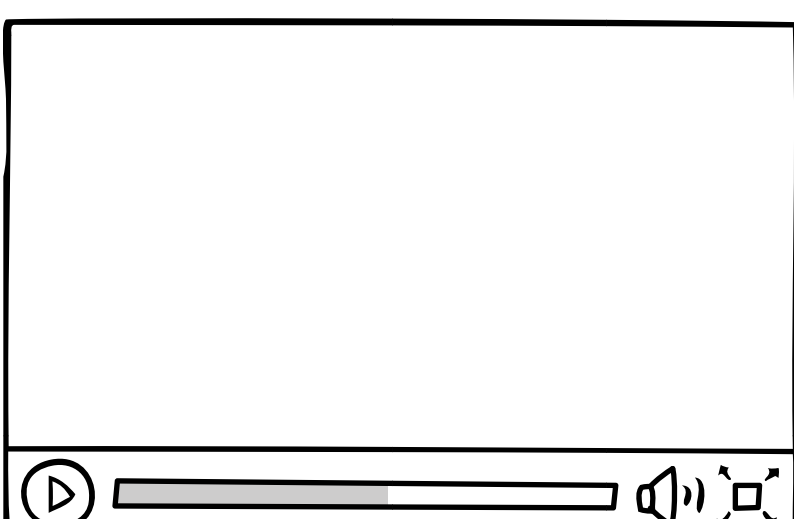
Director David Fincher



9. Untitled

Stand Up To Cancer, 2008

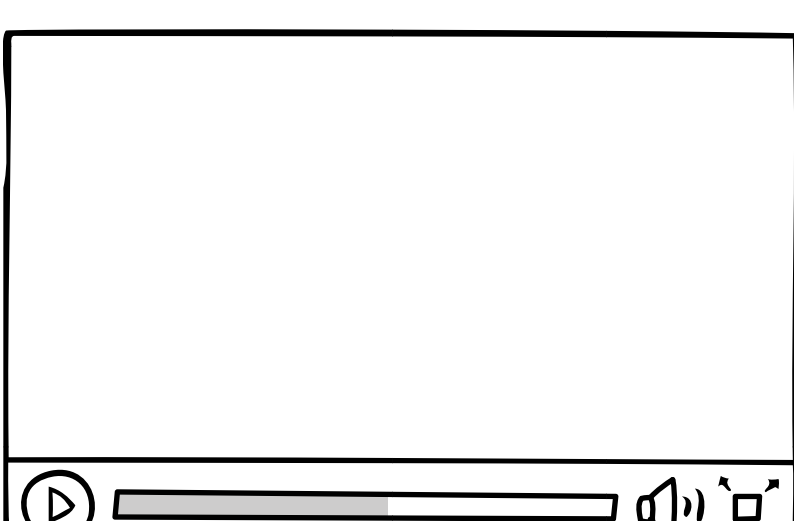
Director David Fincher



10. Manifesto

Stand Up To Cancer, 2008

Director David Fincher



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David Fincher

Search

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96 search results

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1.

Gap: Drive (2014)

Matching info

Director [David Fincher](#)

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Gap: Golf (2014)

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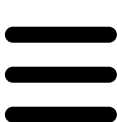
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That Ad

David Fincher

Search



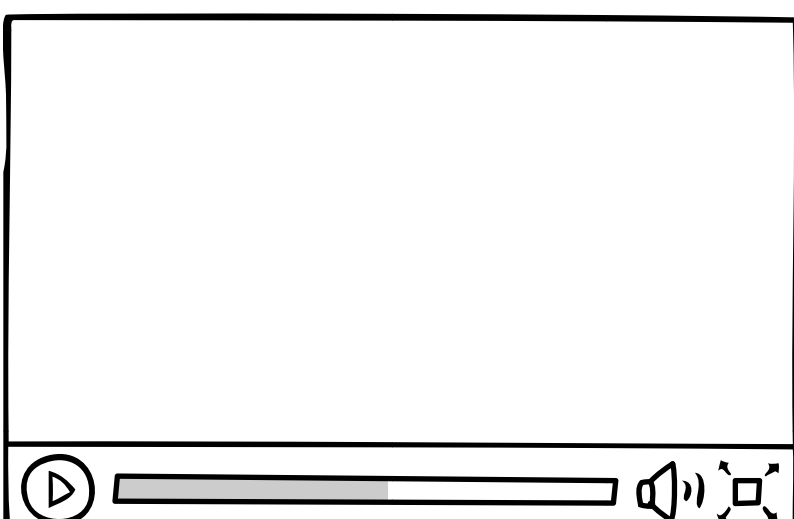
Show precision fields

Home > Results for "General: David Fincher"

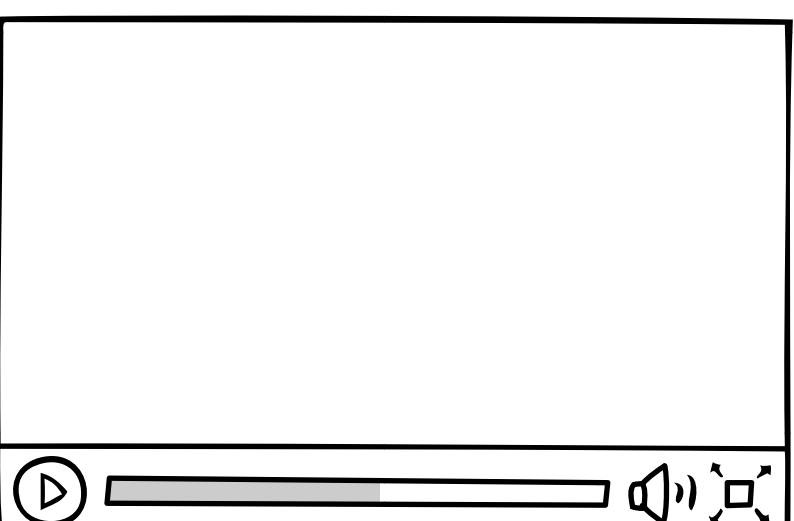
96 search results



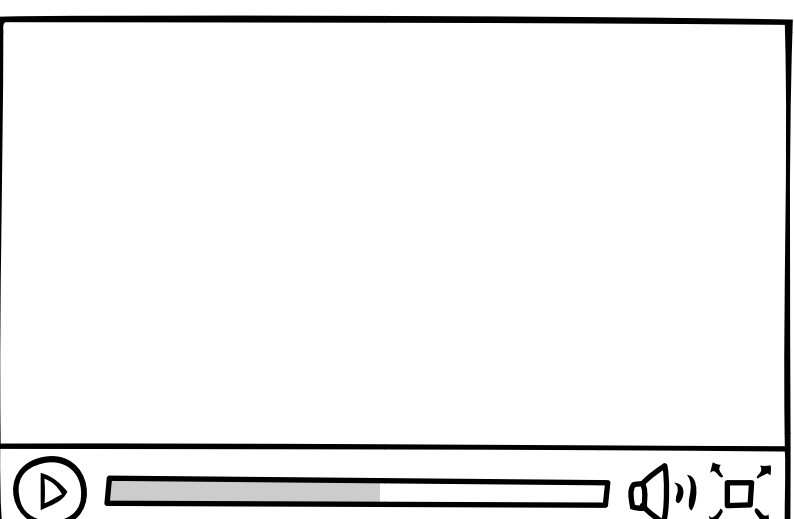
1. [Drive](#)
Gap, 2014
- Director [David Fincher](#)



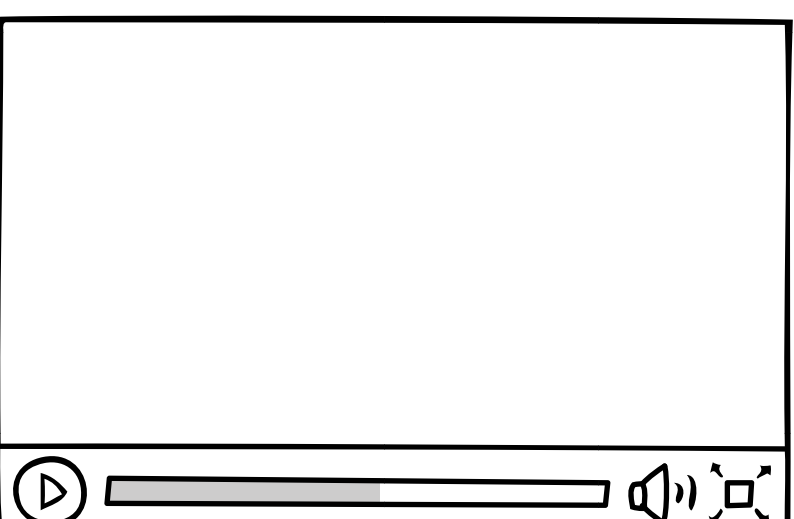
2. [Golf](#)
Gap, 2014
- Director [David Fincher](#)



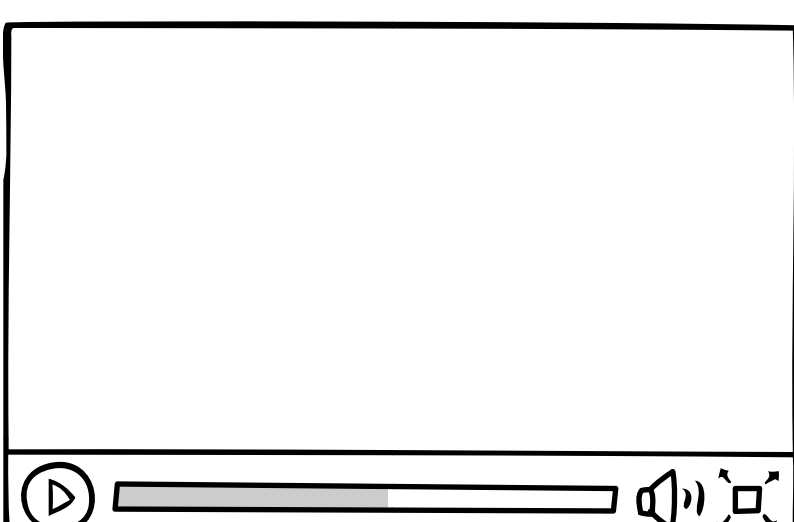
3. [Kiss](#)
Gap, 2014
- Director [David Fincher](#)



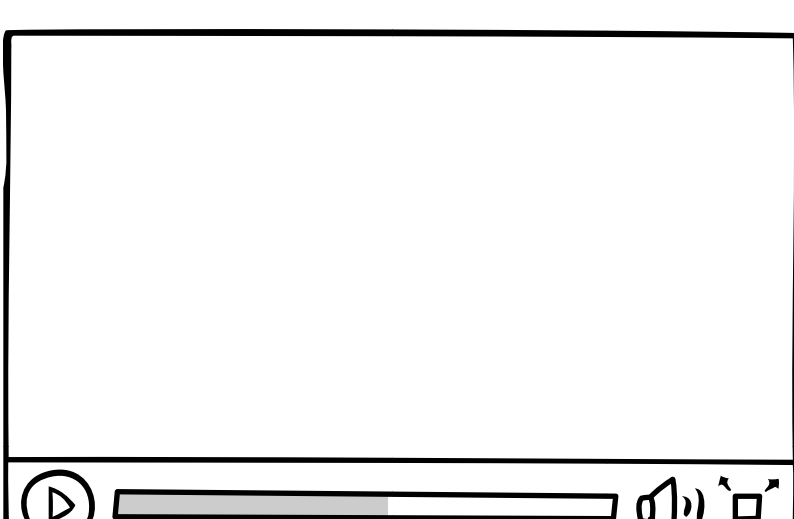
4. [Stairs](#)
Gap, 2014
- Director [David Fincher](#)



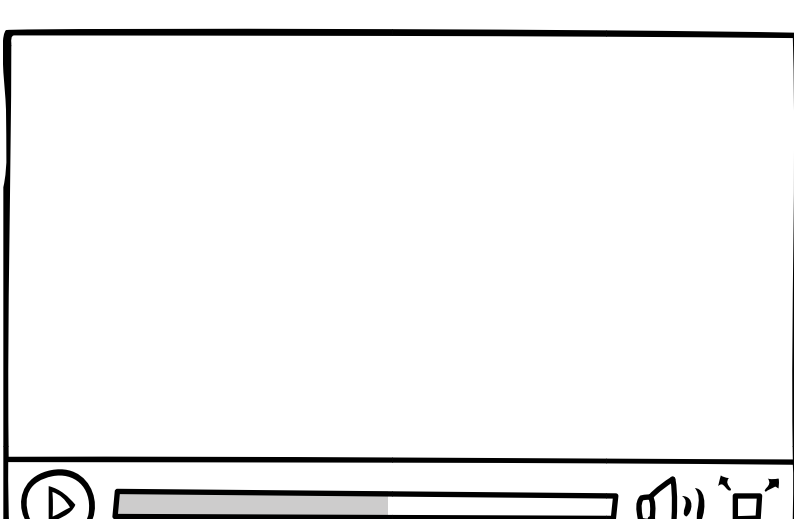
5. [Downtown](#)
Calvin Klein, 2013
- Director [David Fincher](#)



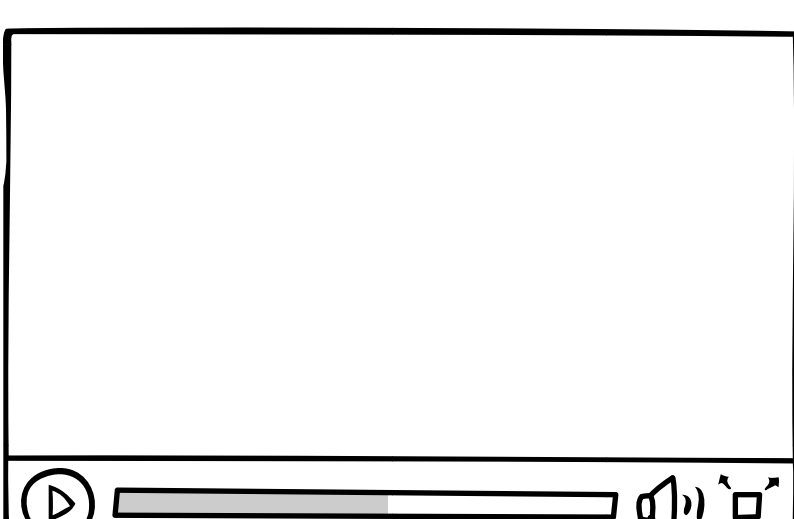
6. [The Match](#)
Red One MX, 2010
- Director [David Fincher](#)



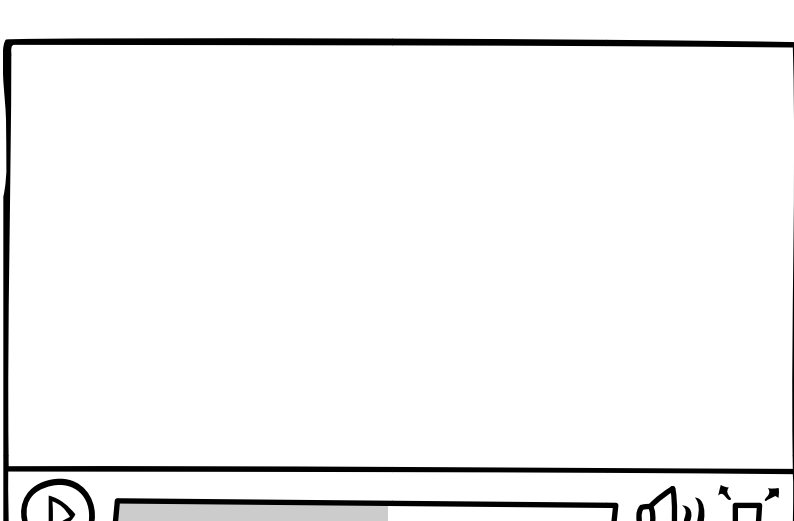
7. [Break-in](#)
Apple, 2009
- Director [David Fincher](#)



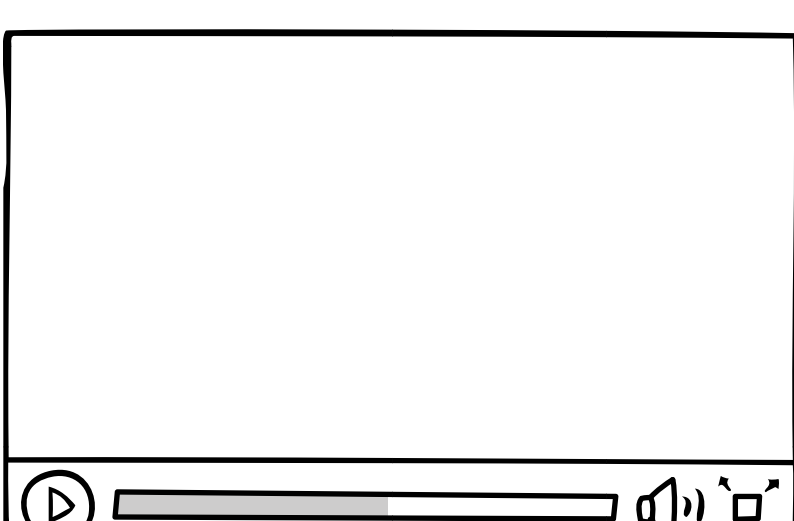
8. [Trail of Destruction](#)
Nike, 2009
- Director [David Fincher](#)



9. [Untitled](#)
Stand Up To Cancer, 2008
- Director [David Fincher](#)



10. [Manifesto](#)
Stand Up To Cancer, 2008
- Director [David Fincher](#)



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96 search results

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1.

[Gap: Drive \(2014\)](#)

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Director [David Fincher](#)

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[Gap: Golf \(2014\)](#)

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[Gap: Kiss \(2014\)](#)

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[Gap: Stairs \(2014\)](#)

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[Calvin Klein: Downtown \(2013\)](#)

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Director [David Fincher](#)

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6.

[Red One MX: The Match \(2010\)](#)

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[Apple: Break-in \(2009\)](#)

Matching info

Director [David Fincher](#)

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8.

[Nike: Trail of Destruction \(2009\)](#)

Matching info

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9.

[Stand Up To Cancer: Untitled \(2008\)](#)

Matching info

Director [David Fincher](#)

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[Stand Up To Cancer: Manifesto \(2008\)](#)

Matching info

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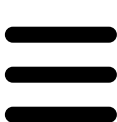
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That Ad

David Fincher

Search



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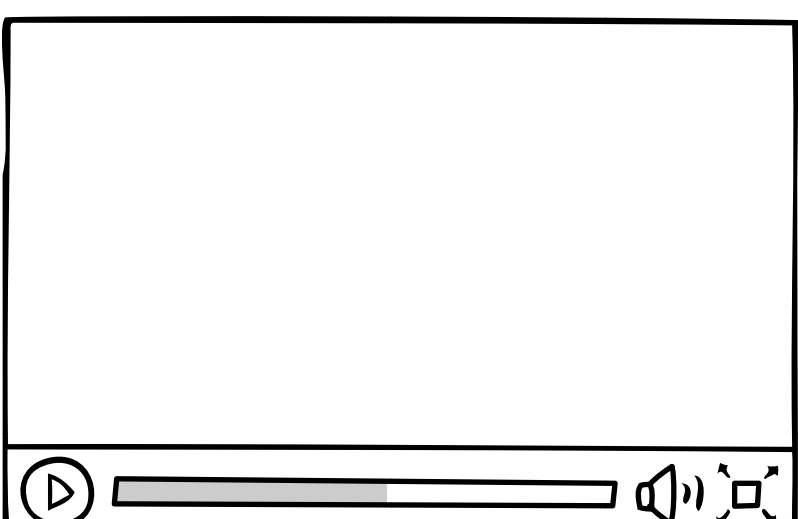
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96 search results



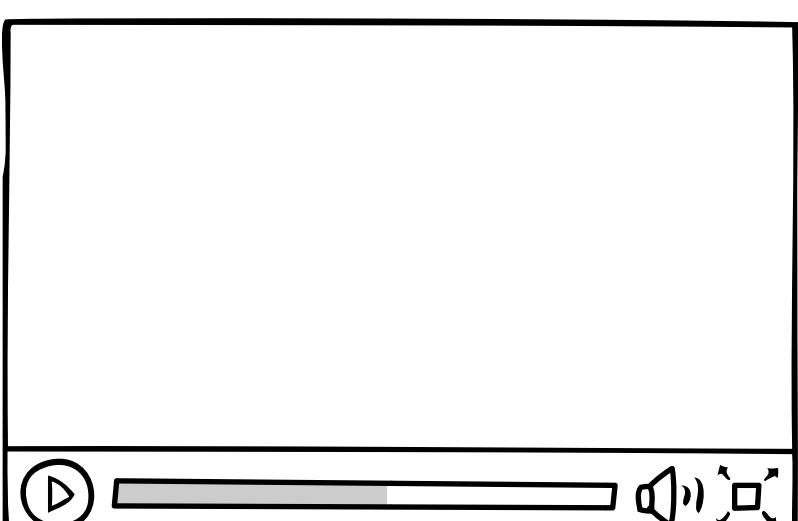
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Gap, 2014

Director: [David Fincher](#)



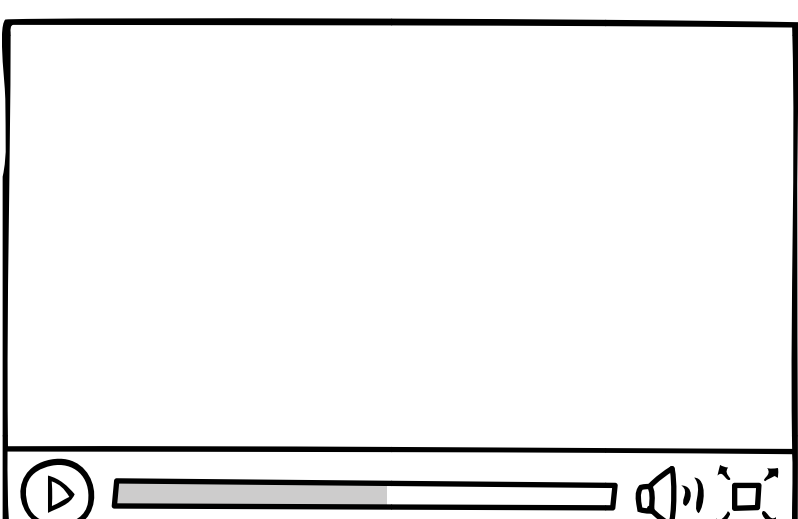
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Gap, 2014

Director: [David Fincher](#)



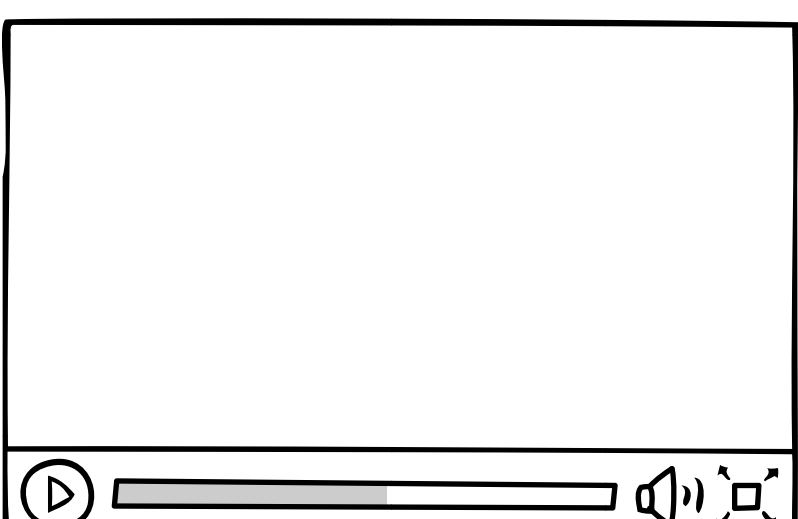
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Gap, 2014

Director: [David Fincher](#)



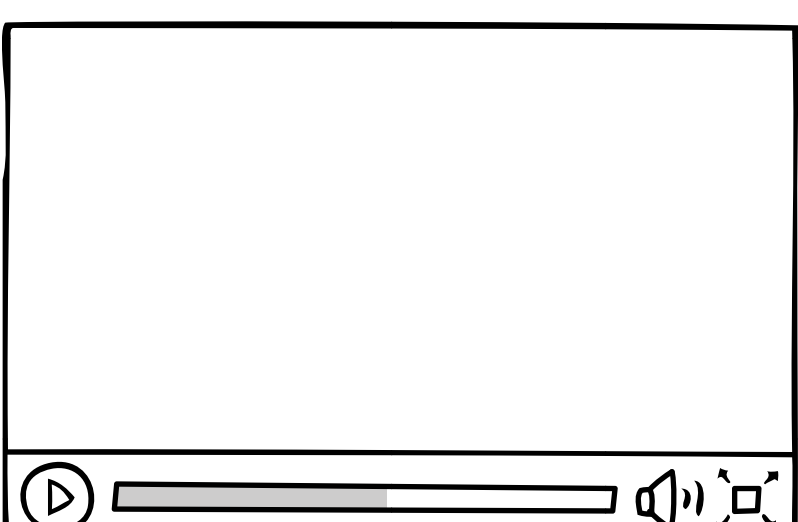
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Gap, 2014

Director: [David Fincher](#)



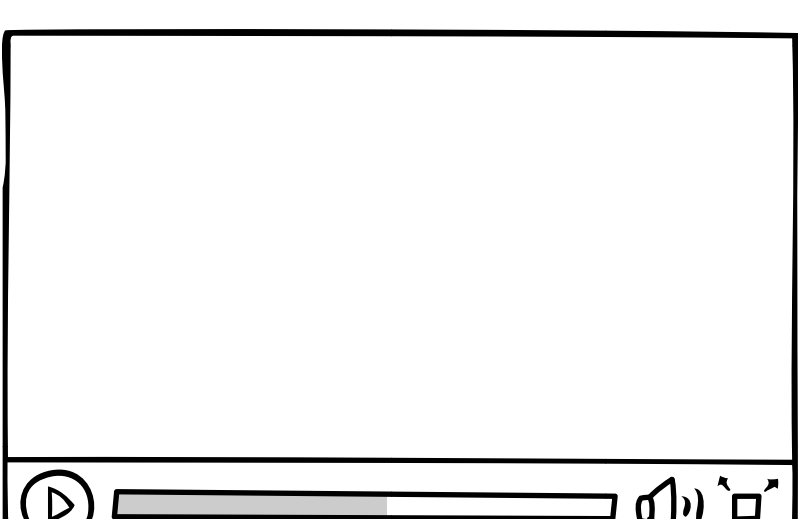
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Calvin Klein, 2013

Director: [David Fincher](#)



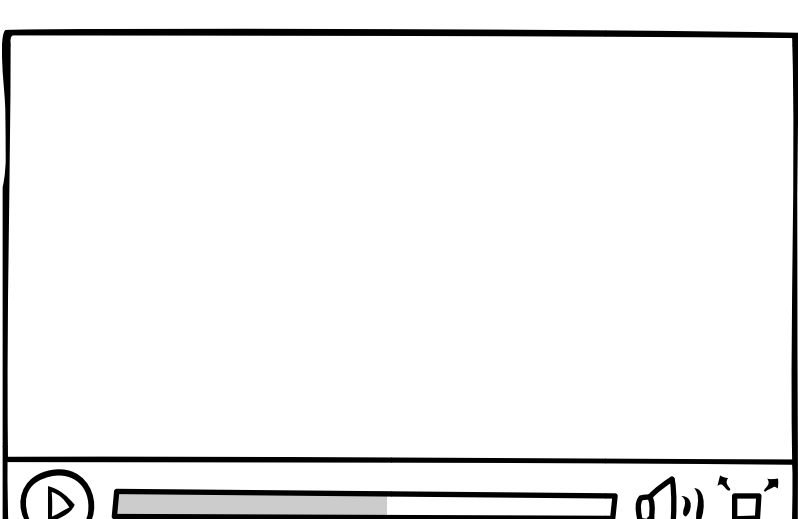
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Red One MX, 2010

Director: [David Fincher](#)



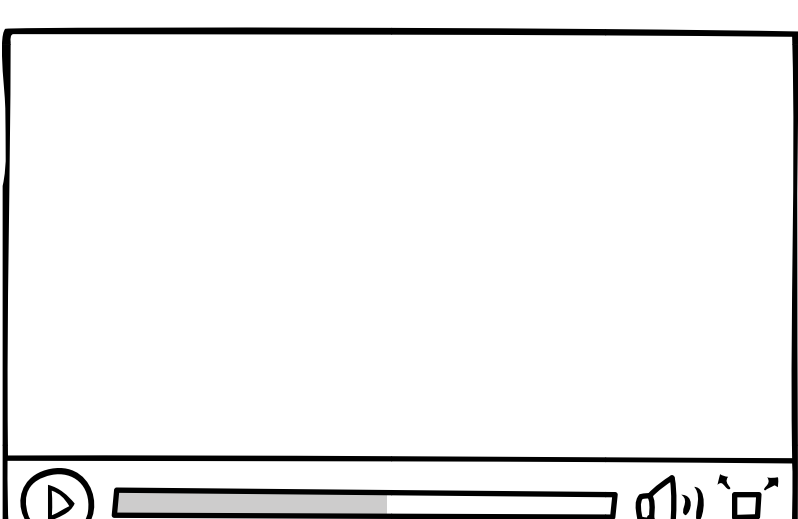
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Apple, 2009

Director: [David Fincher](#)



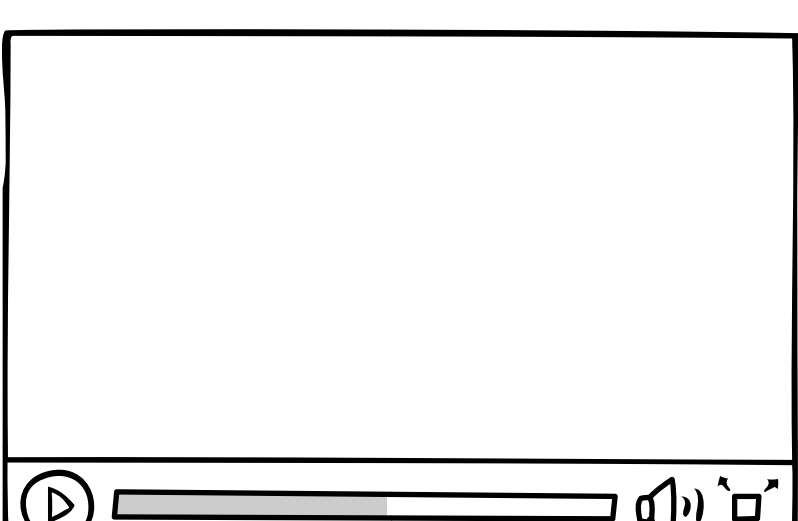
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Director: [David Fincher](#)



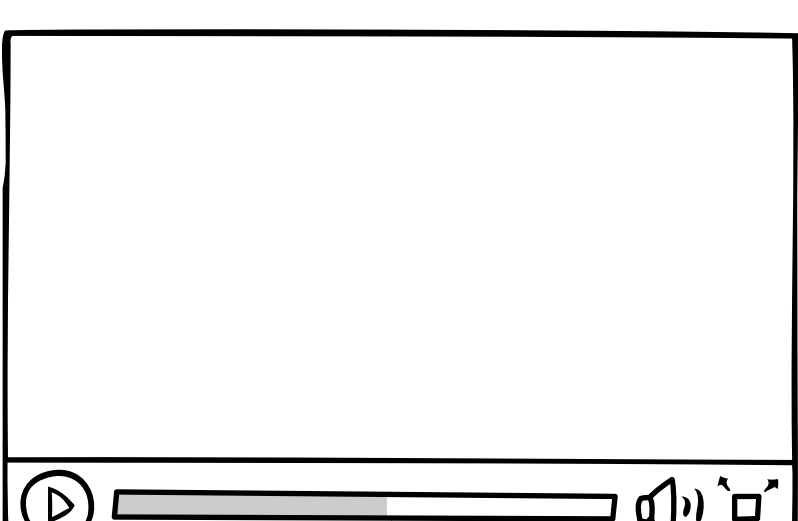
9. [Untitled](#)
Stand Up To Cancer, 2008

Director: [David Fincher](#)



10. [Manifesto](#)
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David Fincher

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2. [Gap: Golf \(2014\)](#)

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4. [Gap: Stairs \(2014\)](#)

Matching info

Director [David Fincher](#)

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5. [Calvin Klein: Downtown \(2013\)](#)

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Director [David Fincher](#)

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6. [Red One MX: The Match \(2010\)](#)

Matching info

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7. [Nike: Trail of Destruction \(2009\)](#)

Matching info

Director [David Fincher](#)

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8. [Apple: Break-In \(2014\)](#)

Matching info

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9. [S2UC: Untitled \(2008\)](#)

Matching info

Director [David Fincher](#)

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10. [S2UC: Manifesto \(2008\)](#)

Matching info

Director [David Fincher](#)

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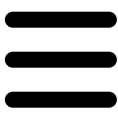
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That Ad

David Fincher

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Industry

General product / group

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Agencies / studios

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Place

Region / country / city

Timeframe

Start year

End year

Look

Visual style / specs

Feel

Emotion / mood

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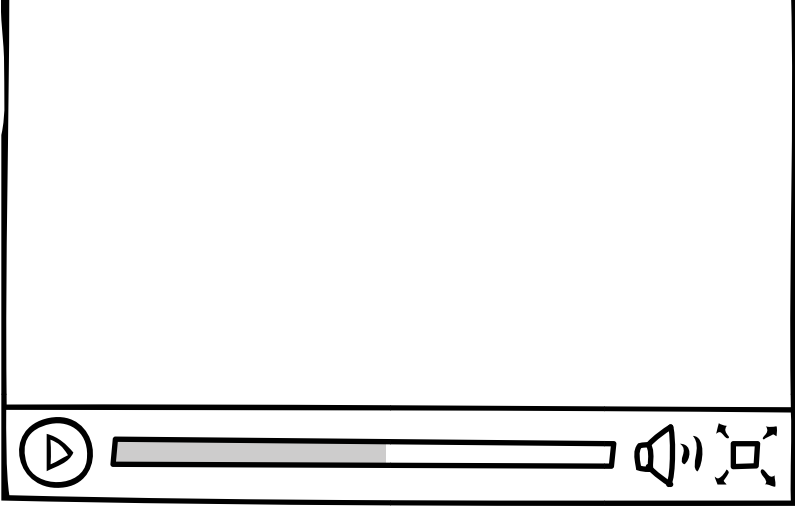
Results (96)



1. [Drive](#)

Gap, 2014

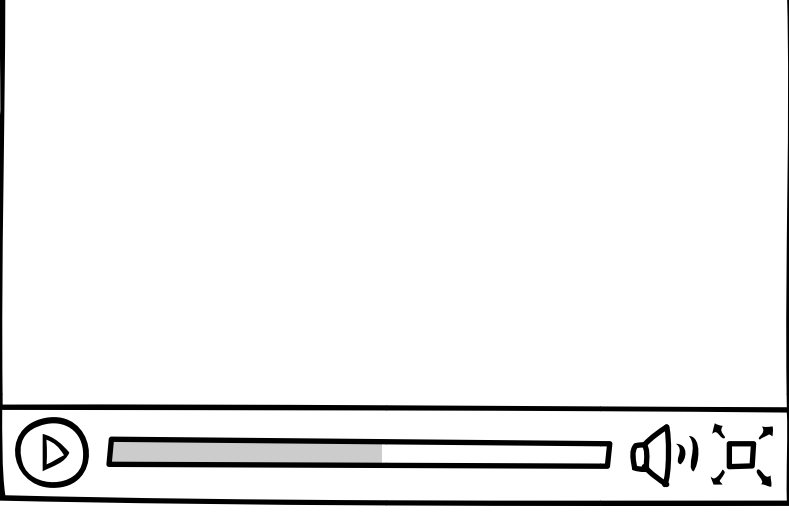
Director: [David Fincher](#)



2. [Golf](#)

Gap, 2014

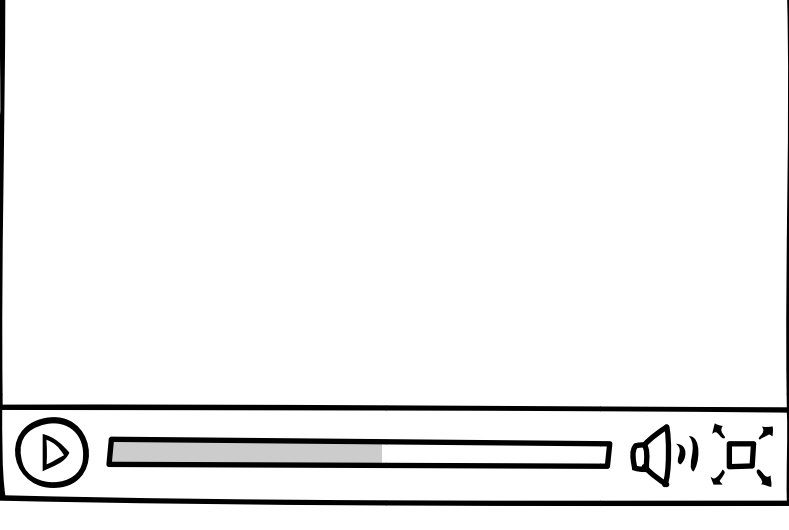
Director: [David Fincher](#)



3. [Kiss](#)

Gap, 2014

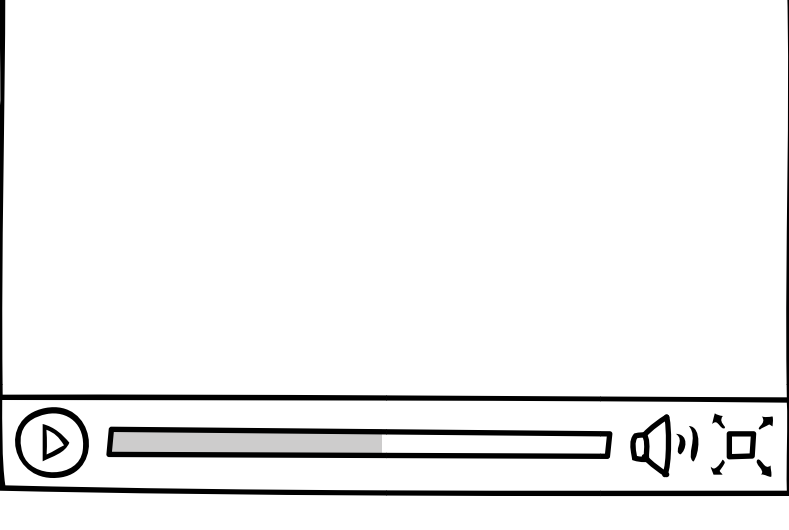
Director: [David Fincher](#)



4. [Stairs](#)

Gap, 2014

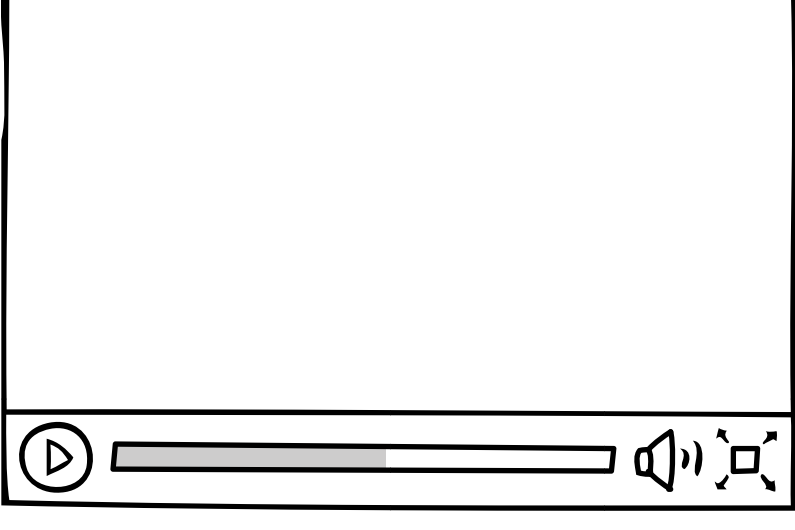
Director: [David Fincher](#)



5. [Downtown](#)

Calvin Klein, 2013

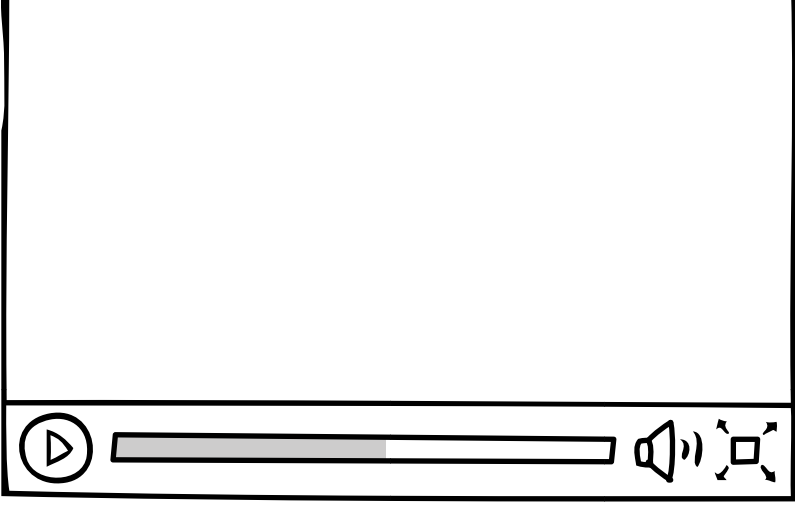
Director: [David Fincher](#)



6. [The Match](#)

Red Digital Cinema, 2010

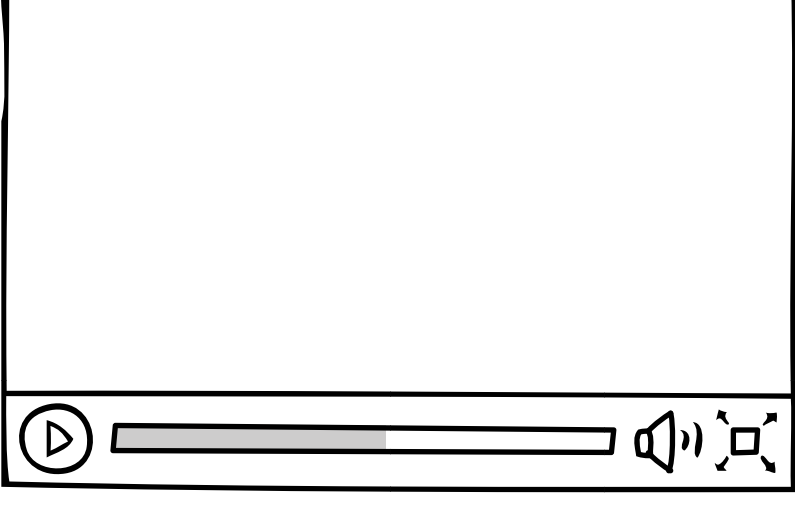
Director: [David Fincher](#)



7. [Break-in](#)

Apple, 2009

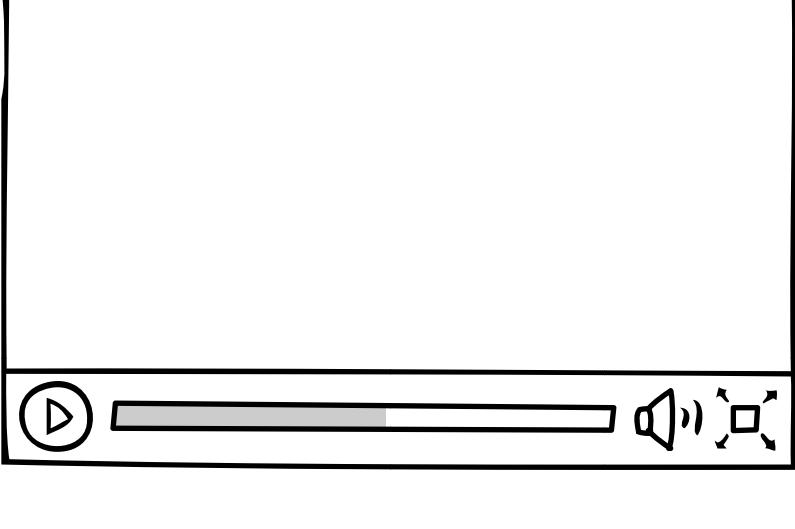
Director: [David Fincher](#)



8. [Trail of Destruction](#)

Nike, 2009

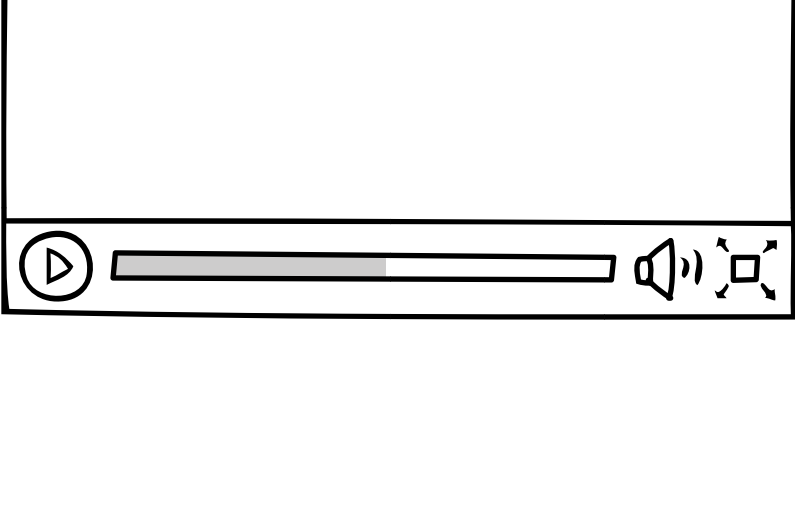
Director: [David Fincher](#)



9. [Untitled](#)

Stand Up To Cancer, 2008

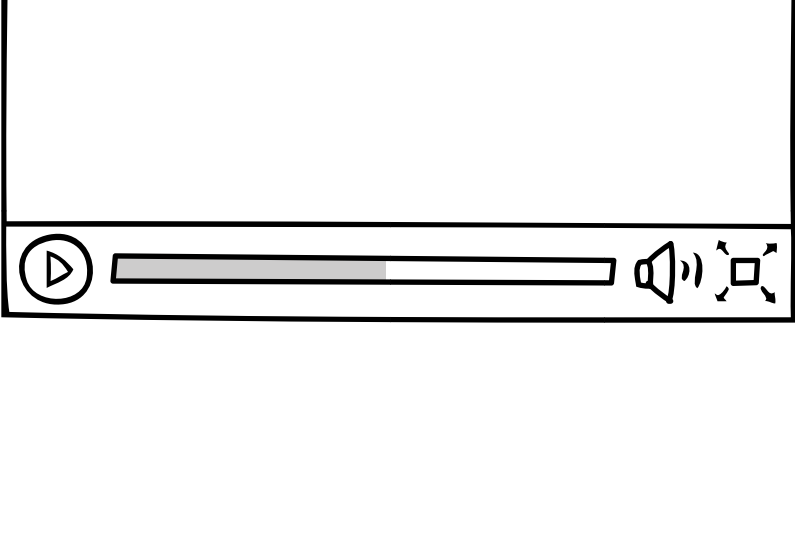
Director: [David Fincher](#)



10. [Manifesto](#)

Stand Up To Cancer, 2008

Director: [David Fincher](#)



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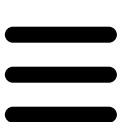
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That Ad

David Fincher

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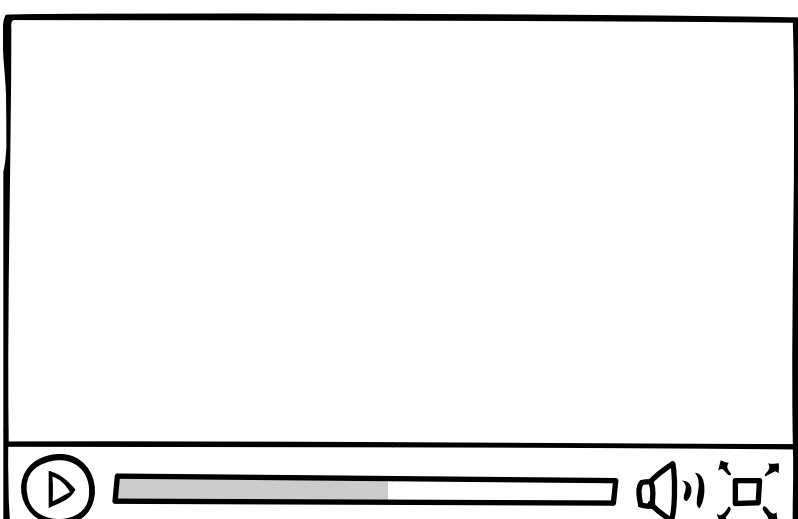
96 results



1. Drive

Gap, 2014

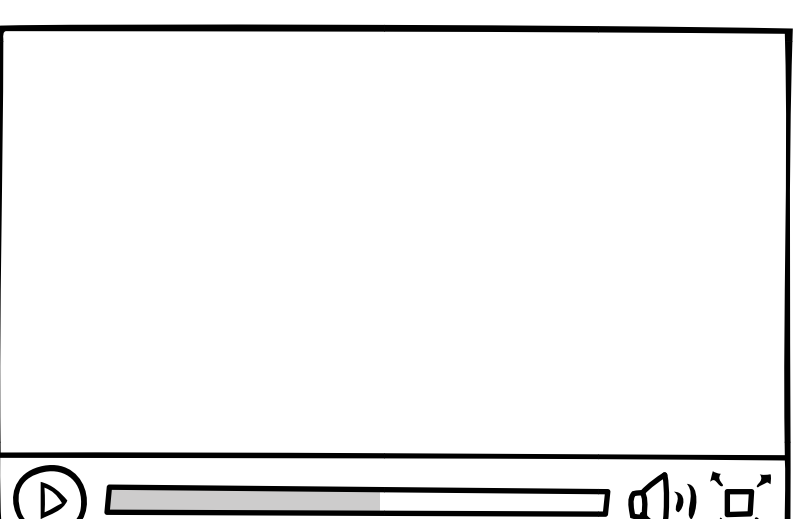
Director David Fincher



2. Golf

Gap, 2014

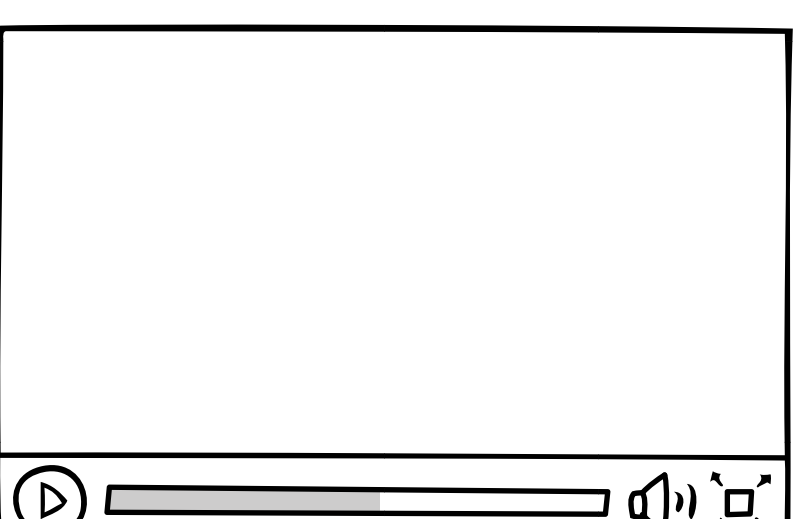
Director David Fincher



3. Kiss

Gap, 2014

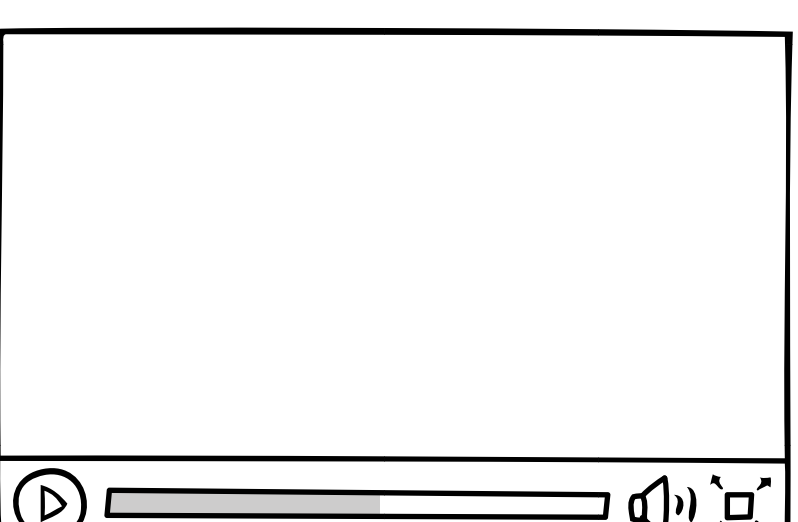
Director David Fincher



4. Stairs

Gap, 2014

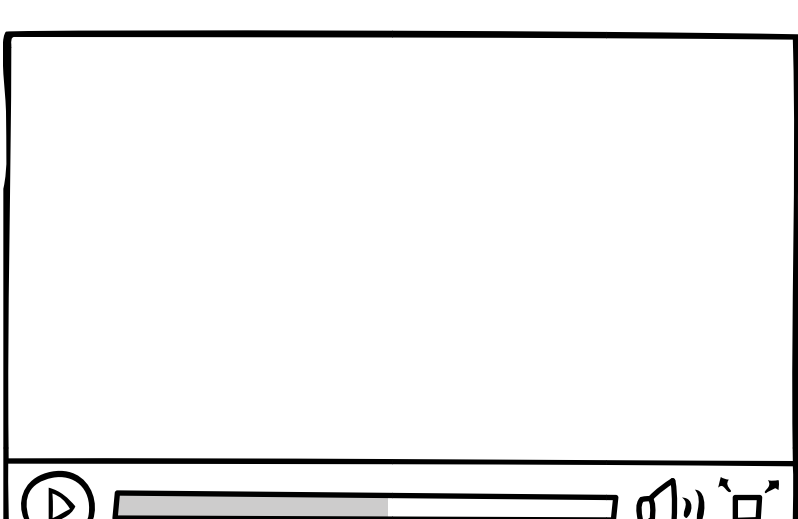
Director David Fincher



5. Downtown

Calvin Klein, 2013

Director David Fincher



6. The Match

Red Digital Cinema, 2010

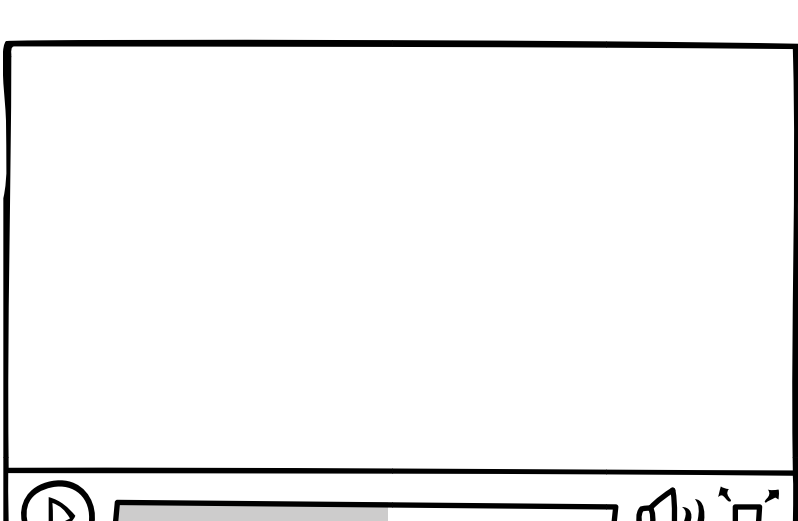
Director David Fincher



7. Break-in

Apple, 2009

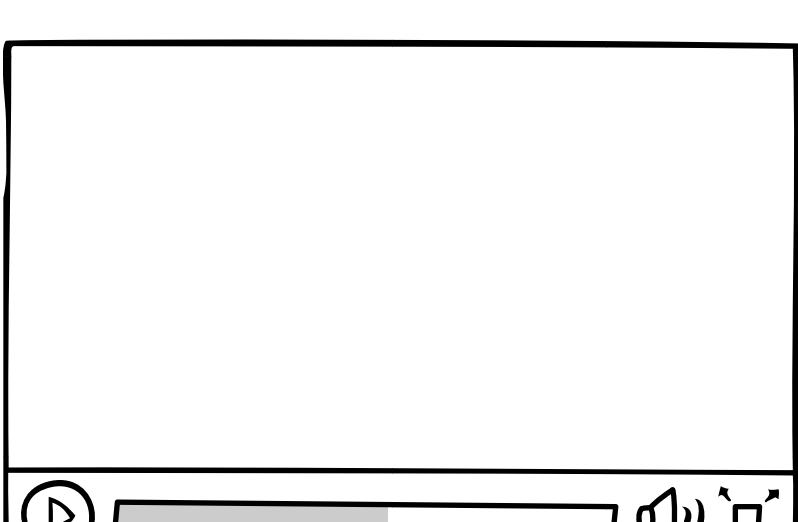
Director David Fincher



8. Trail of Destruction

Nike, 2009

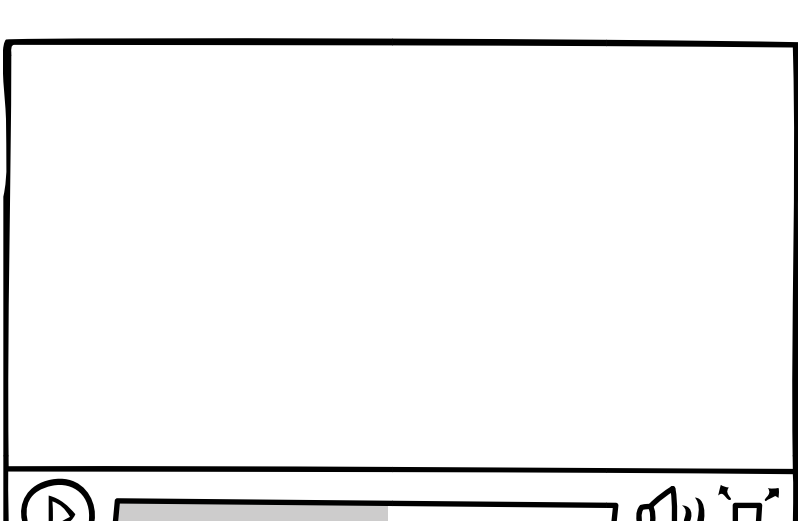
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9. Untitled

Stand Up To Cancer, 2008

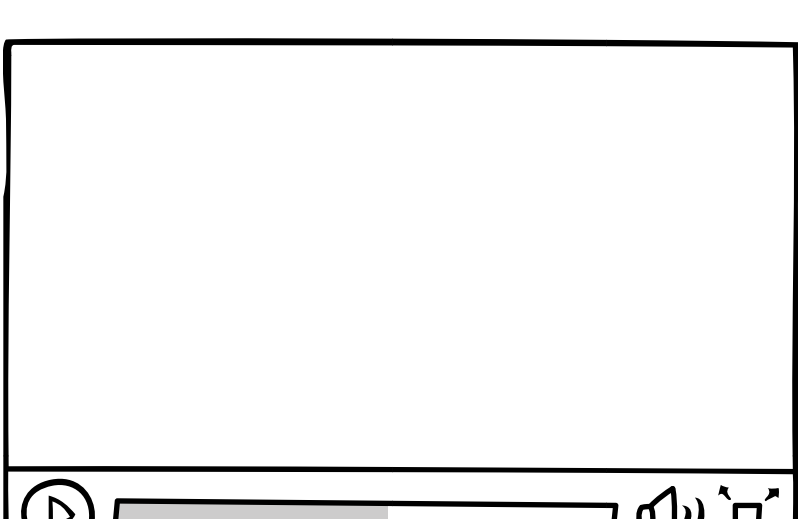
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10. Manifesto

Stand Up To Cancer, 2008

Director David Fincher



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David Fincher

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1.

[Gap: Drive \(2014\)](#)

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[Red One MX: The Match \(2010\)](#)

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[Nike: Trail of Destruction \(2009\)](#)

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[Apple: Break-In \(2014\)](#)

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That Ad

David Fincher

Search



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Home > Results for "General: David Fincher"

96 search results

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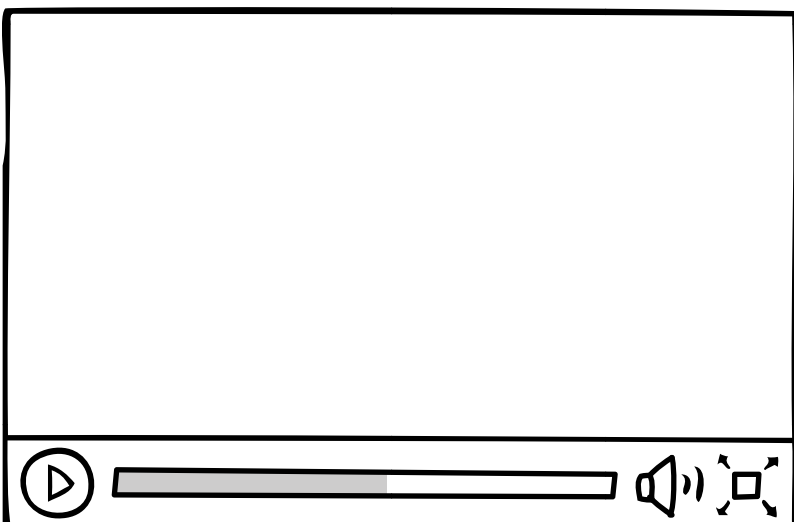
Sort...

Paginate...

1. [Drive](#)

Gap, 2014

Director: [David Fincher](#)



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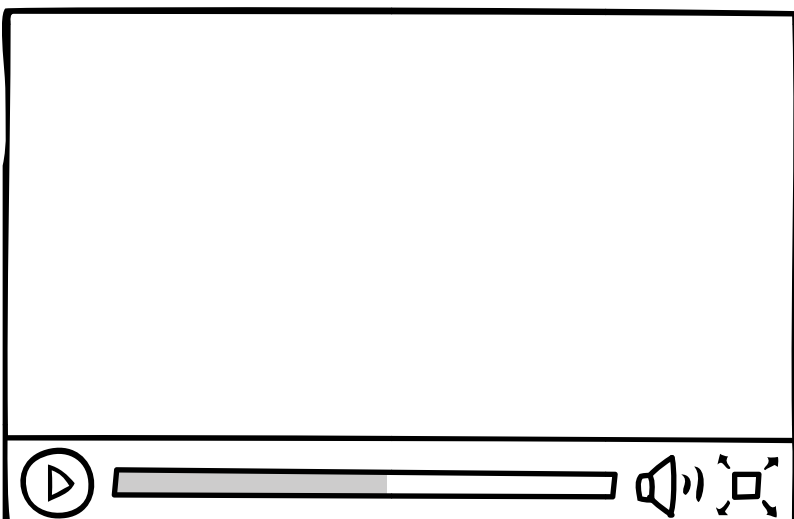
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2. [Golf](#)

Gap, 2014

Director: [David Fincher](#)



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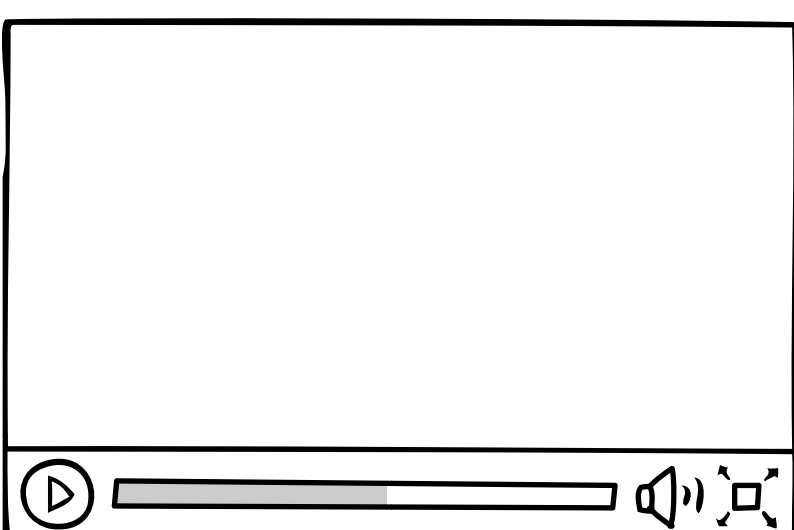
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Gap, 2014

Director: [David Fincher](#)



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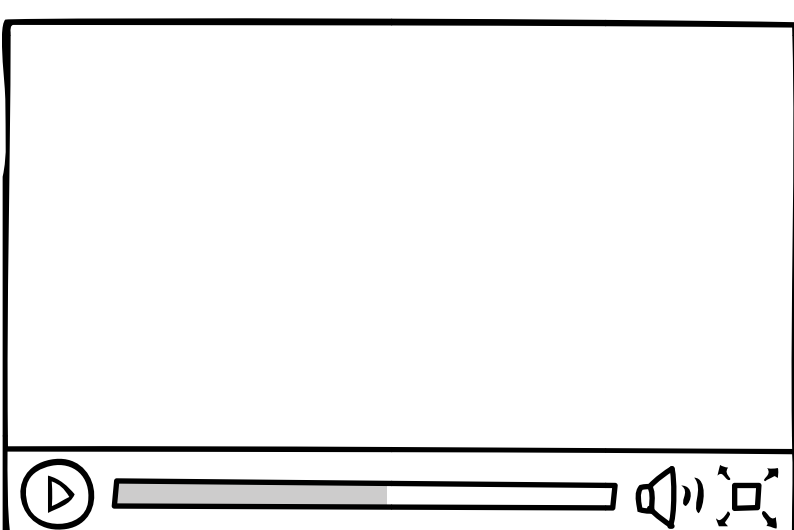
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4. [Stairs](#)

Gap, 2014

Director: [David Fincher](#)



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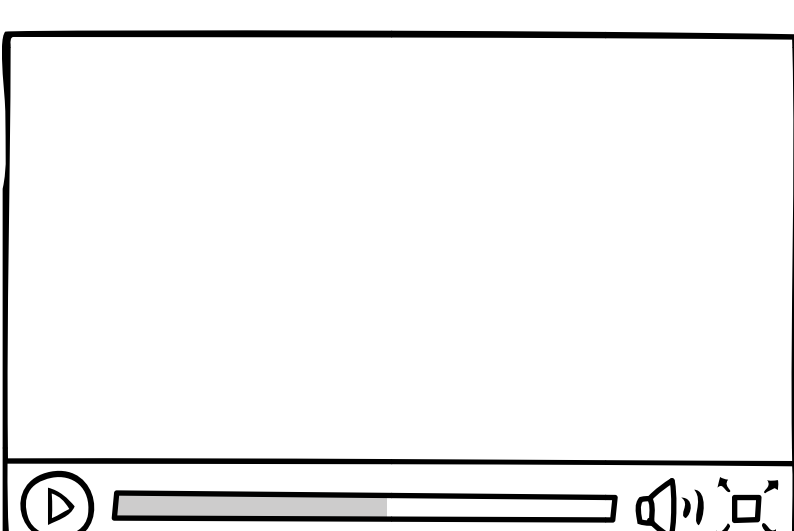
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5. [Downtown](#)

Calvin Klein, 2013

Director: [David Fincher](#)



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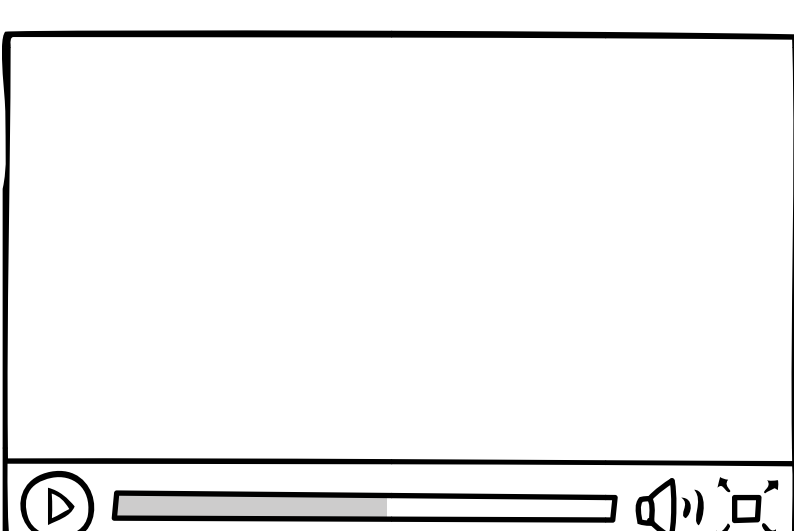
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6. [The Match](#)

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Director: [David Fincher](#)



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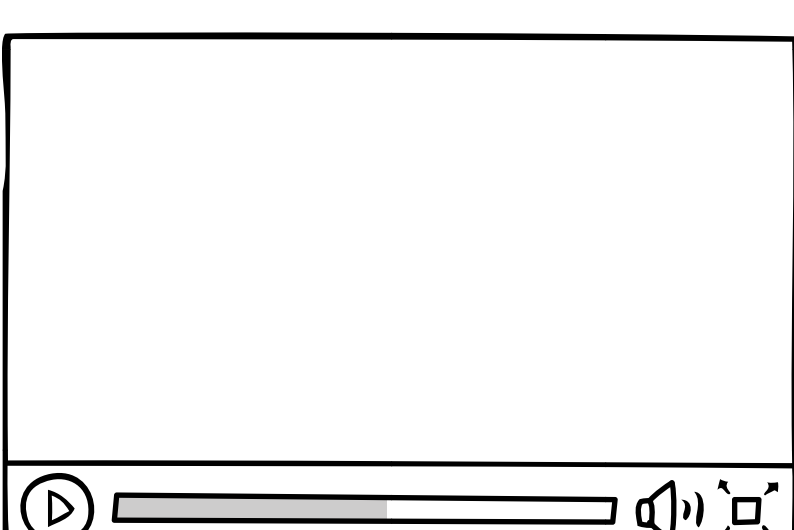
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Apple, 2009

Director: [David Fincher](#)



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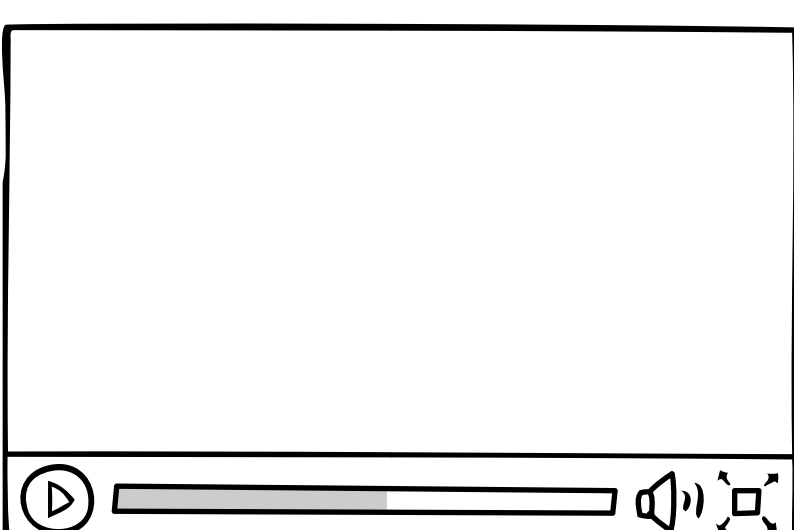
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8. [Trail of Destruction](#)

Nike, 2009

Director: [David Fincher](#)



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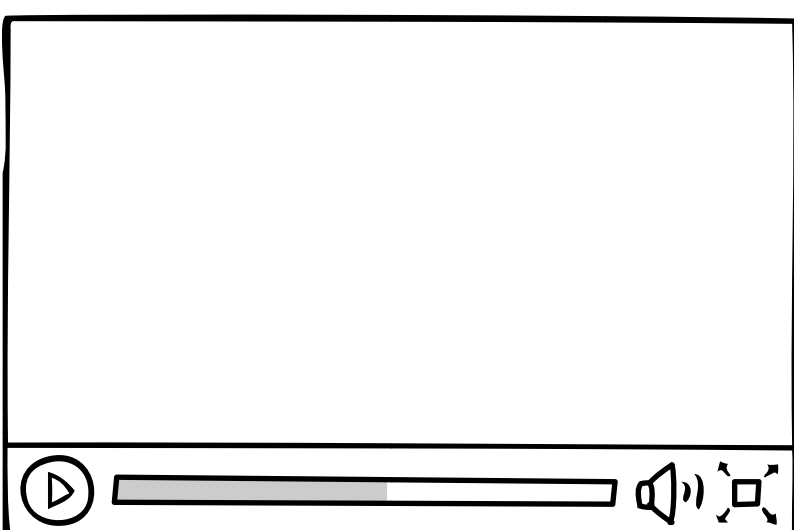
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Director: [David Fincher](#)



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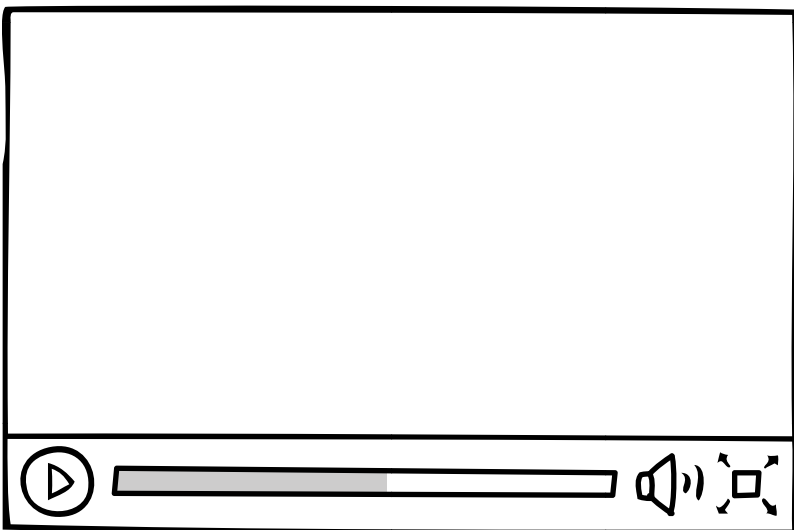
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Director: [David Fincher](#)



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David Fincher

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Results for "General: David Fincher"

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96 search results

Set sorting

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1. [Gap: Drive \(2014\)](#)

Matching info

Director [David Fincher](#)

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2. [Gap: Golf \(2014\)](#)

Matching info

Director [David Fincher](#)

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3. [Gap: Kiss \(2014\)](#)

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6. [Red One MX: The Match \(2010\)](#)

Matching info

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8. [Nike: Trail of Destruction \(2009\)](#)

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9. [Stand Up To Cancer: Untitled \(2008\)](#)

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10. [Stand Up To Cancer: Manifesto \(2008\)](#)

Matching info

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Matching info

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Gap: Golf (2014)

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Gap: Kiss (2014)

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Gap: Stairs (2014)

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Calvin Klein: Downtown (2013)

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Director [David Fincher](#)

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Red One MX: The Match (2010)

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Apple: Break-in (2009)

Matching info

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Nike: Trail of Destruction (2009)

Matching info

Director [David Fincher](#)

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Stand Up To Cancer: Untitled (2008)

Matching info

Director [David Fincher](#)

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Stand Up To Cancer: Manifesto (2008)

Matching info

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That Ad

David Fincher

Search

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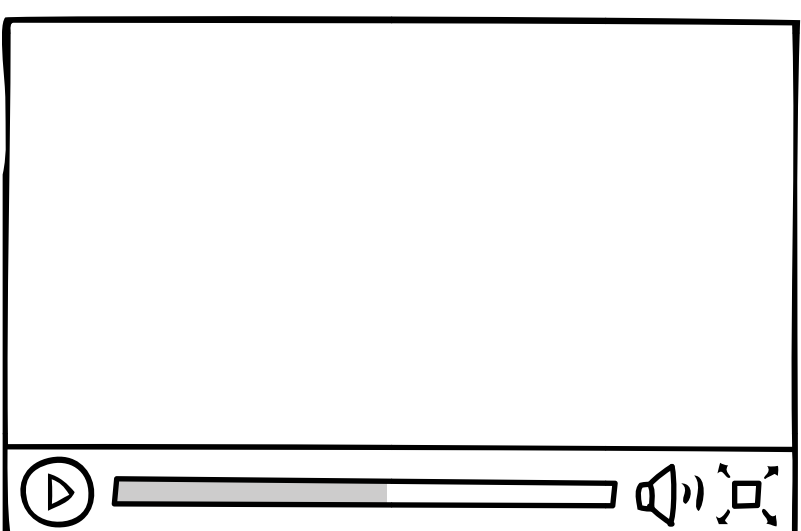


Home > Results for "General: David Fincher"

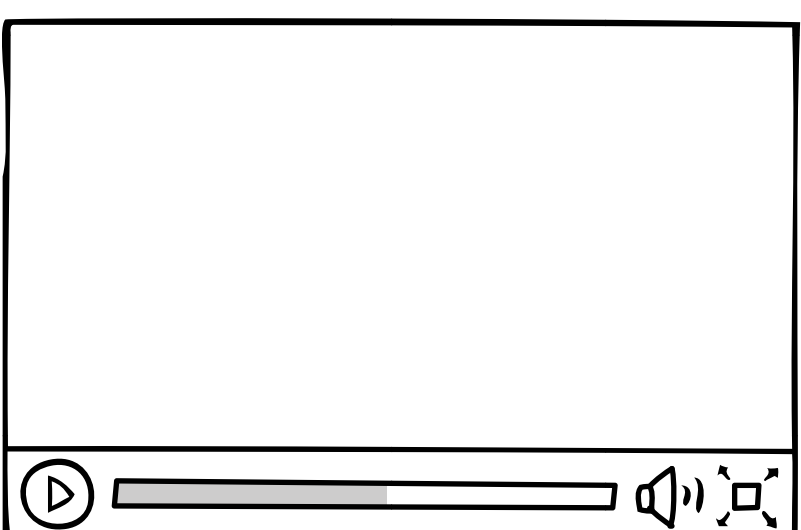
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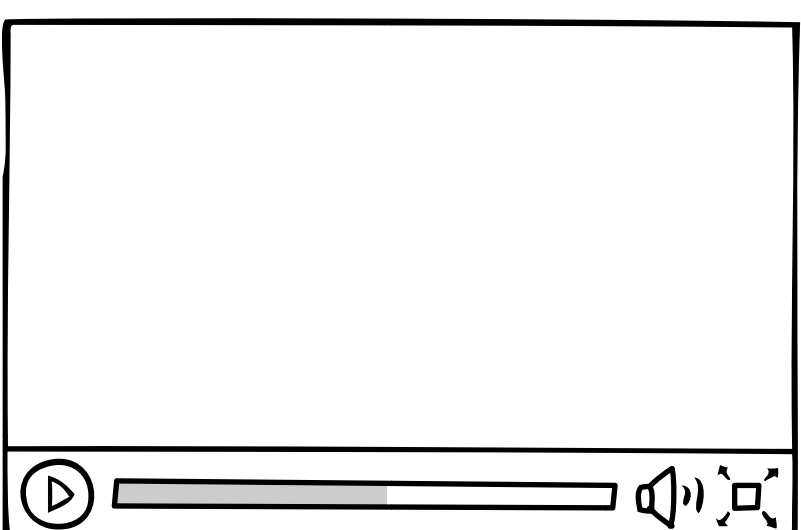
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Gap, 2014
- Director: [David Fincher](#)



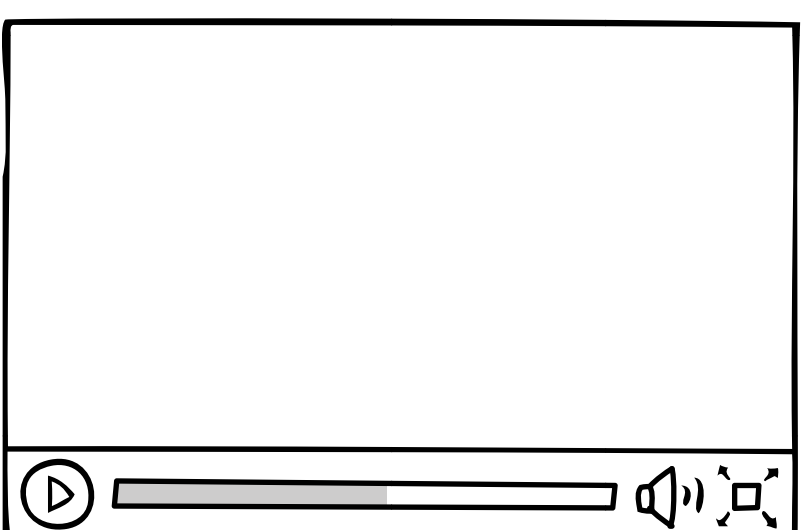
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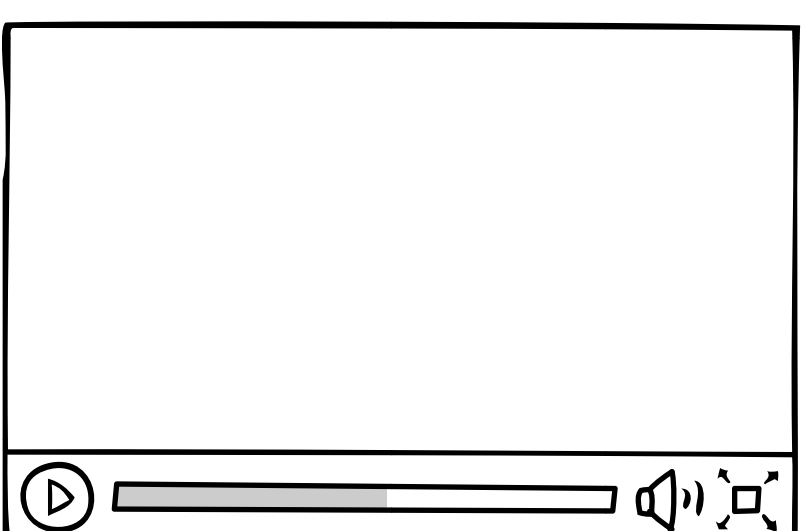
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Gap, 2014
- Director: [David Fincher](#)



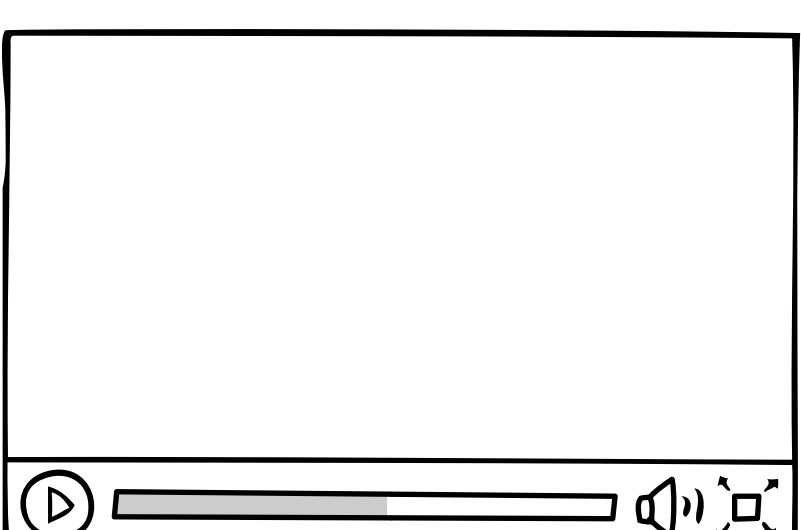
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Gap, 2014
- Director: [David Fincher](#)



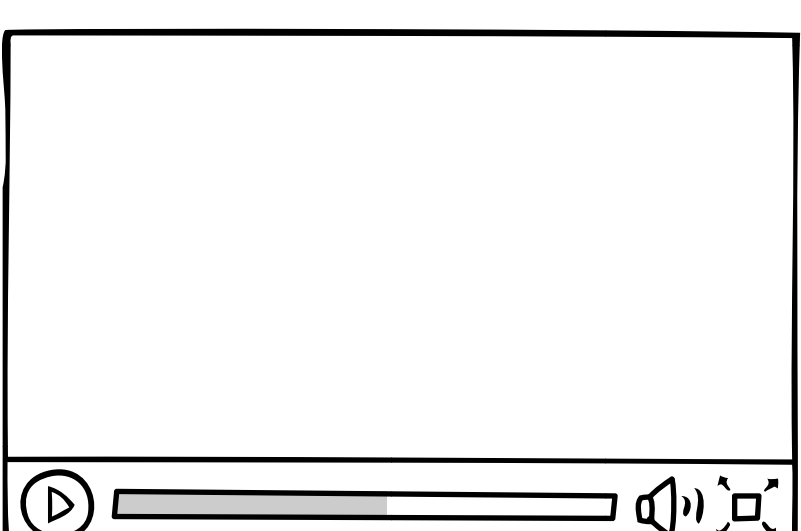
5. [Downtown](#)
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- Director: [David Fincher](#)



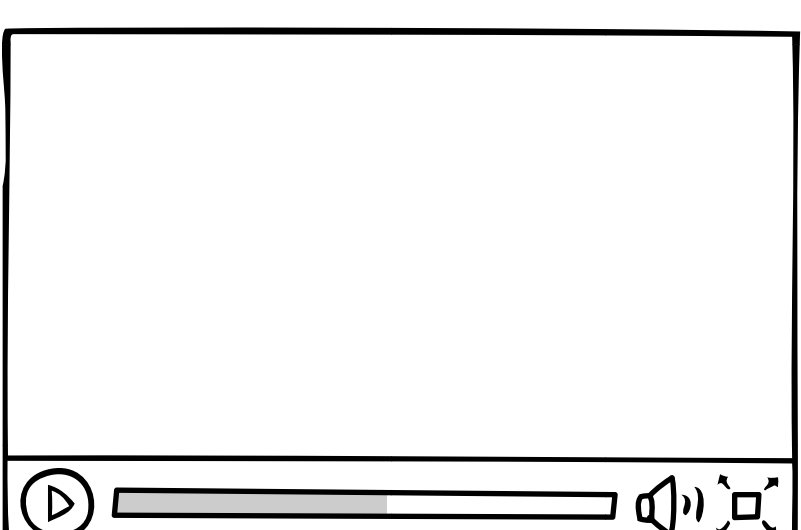
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- Director: [David Fincher](#)



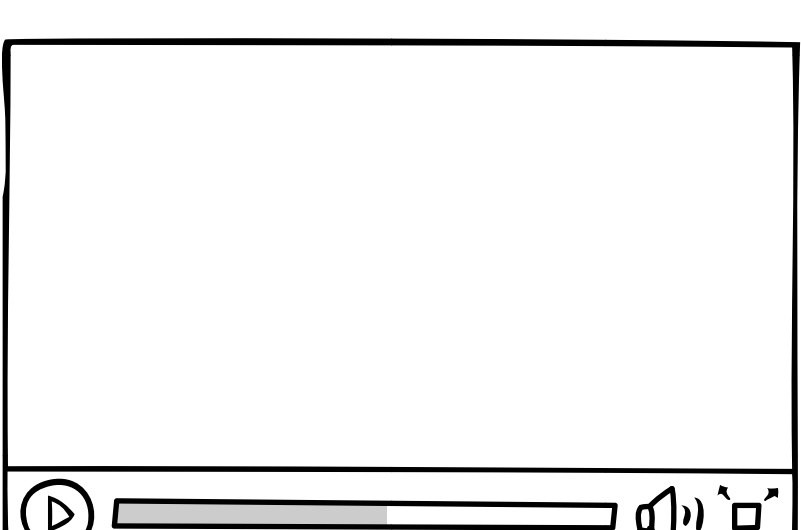
7. [Break-in](#)
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- Director: [David Fincher](#)



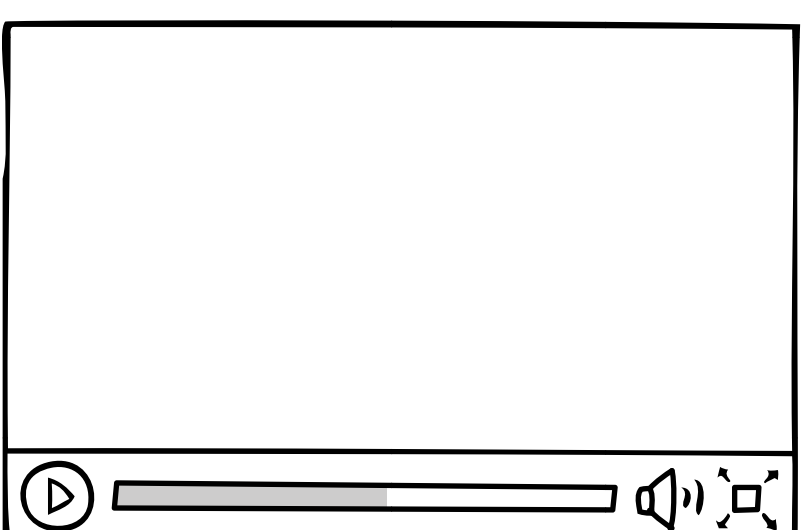
8. [Trail of Destruction](#)
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- Director: [David Fincher](#)



9. [Untitled](#)
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- Director: [David Fincher](#)



10. [Manifesto](#)
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David Fincher

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Director [David Fincher](#)

Overview

Title Golf

Brand Gap

Year 2014

© 2000 Blackwell Science Ltd

Agency: Wieden+Kennedy

Country: United States

Industry: Fashion & Apparel

Art Director — Kim Hunter

Committee Clerk: David

Director David Fincher

Cast Charlbi Dean Kriek

C. I. B. J. II

Music The Newday - "Wait a Minute"

Run time 30 seconds

[View full record](#)

3 Kiss

Gap 2014

Director: [David Fincher](#)

4 Stairs

Gap 2014

[illegible]

5 Downtown

DOWNTOWN
Calvin Klein, 2013

D. 0.000000 D. 0.000000

6 The Match

The Match

Red One MY 2010

D. J. Nisbet, D. J. F. H. J.

7 Break-in

Apple 2009

D. J. Nisbet, D. J. H. Jones

8 Trail of Destruction

Nil - 0000

D. 1.1. D. 1.5. 1.

9 Untitled

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[illegible]

10 Manifesto

Manifesto

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Close

Golf (Gap, 2014)

Title

Golf

Brand

Gap

Year

2014

Campaign

Dress Normal

Agency

Wieden+Kennedy

Country

United States

Industry

Fashion & Apparel

Director

David Fincher

Cast

Charlbi Dean Kriek

Chris Pinkalla

Music

The Newday - "Wait a Minute"

Run time

30 seconds

[View full record](#)

3.

[Kiss](#)

Gap, 2014

Director [David Fincher](#)

4.

[Stairs](#)

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[Downtown](#)

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Director [David Fincher](#)

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[The Match](#)

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Director [David Fincher](#)

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[Break-in](#)

Apple, 2009

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[Trail of Destruction](#)

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Director [David Fincher](#)

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Close

Golf (Gap, 2014)

Campaign	Dress Normal
Agency	Wieden+Kennedy
Country	United States
Industry	Fashion & Apparel
Director	David Fincher
Cast	Charlbi Dean Kriek Chris Pinkalla
Music	The Newday - "Wait a Minute"
Run time	30 seconds

[View full record](#)

3. Kiss

Gap 2014

Director **David Fincher**

4. Stairs

Gap 2014

Director: **David Fincher**

5 Downtown

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6. The Match

Red One MY 2010

Director: **David Fincher**

7. Break-in

Apple 2009

Director: **David Fincher**

8. Trail of Destruction

Nike 2009

Director: David Fincher

9. Untitled

Stand Up To Cancer 2008

Director: **David Fincher**

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D. J. A. & D. J. F. J.

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David Fincher

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9. [Untitled](#)
Stand Up To Cancer, 2008
Director: [David Fincher](#)

10. [Manifesto](#)
Stand Up To Cancer, 2008
Director: [David Fincher](#)

Close

Overview

Title

Golf

Brand

Gap

Year

2014

Campaign

Dress Normal

Agency

Wieden+Kennedy

Country

United States

Industry

Fashion & Apparel

Art Director

Kim Haxton

Copywriter

Sheena Brady

Director

David Fincher

Cast

Charlbi Dean Kriek

Chris Pinkalla

Music

The Newday - "Wait a Minute"

Run time

30 seconds

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That Ad

David Fincher

Search

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Close

Overview

Title

Golf

Brand

Gap

Year

2014

Campaign

Dress Normal

Agency

Wieden+Kennedy

Country

United States

Industry

Fashion & Apparel

Art Director

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Copywriter

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Director

David Fincher

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Charlbi Dean Kriek

Chris Pinkalla

Music

The Newday - "Wait a Minute"

Run time

30 seconds

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[Kiss](#)
Gap, 2014

Director [David Fincher](#)

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Gap, 2014

Director [David Fincher](#)

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Apple, 2009

Director [David Fincher](#)

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[Trail of Destruction](#)
Nike, 2009

Director [David Fincher](#)

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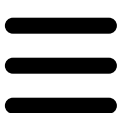
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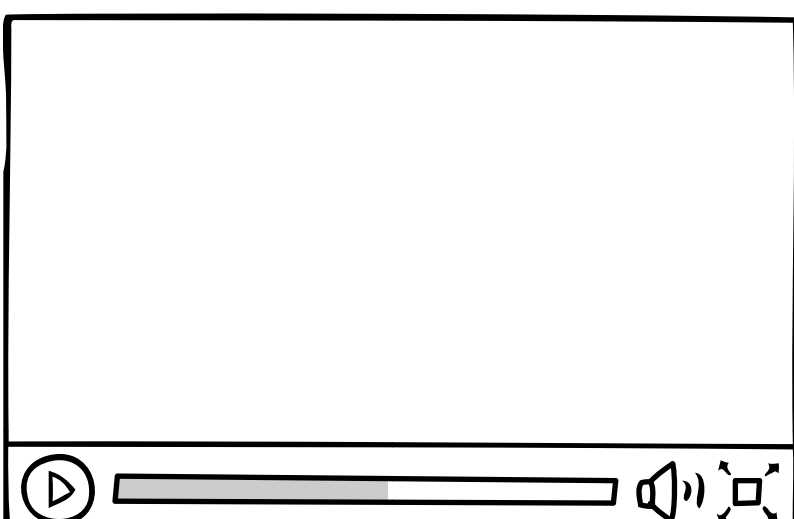
Results (96)



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Gap, 2014

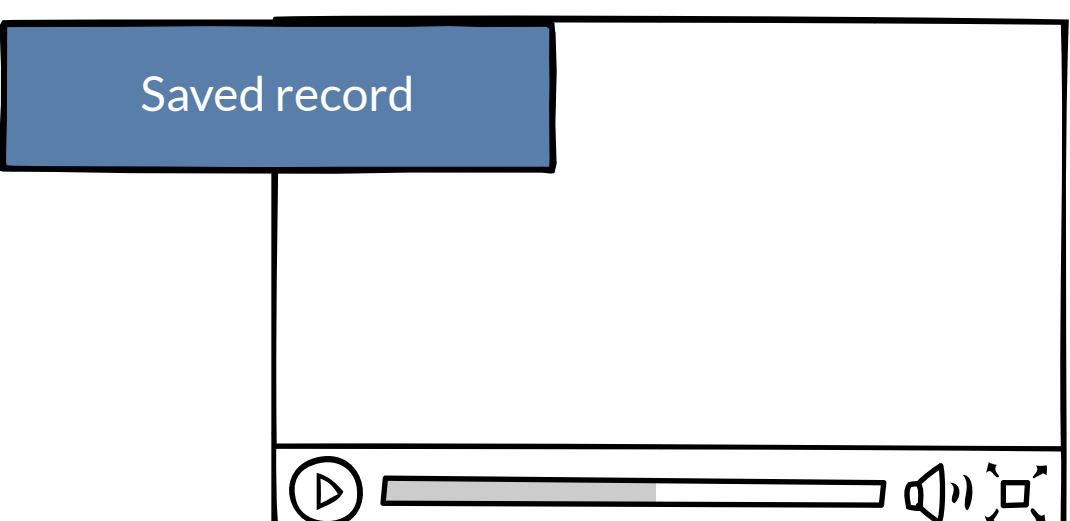
Director David Fincher



2. Golf

Gap, 2014

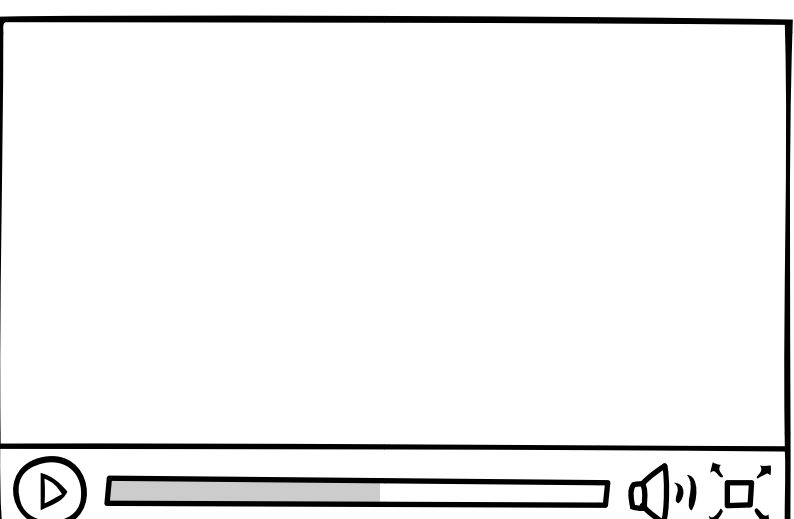
Director David Fincher



3. Kiss

Gap, 2014

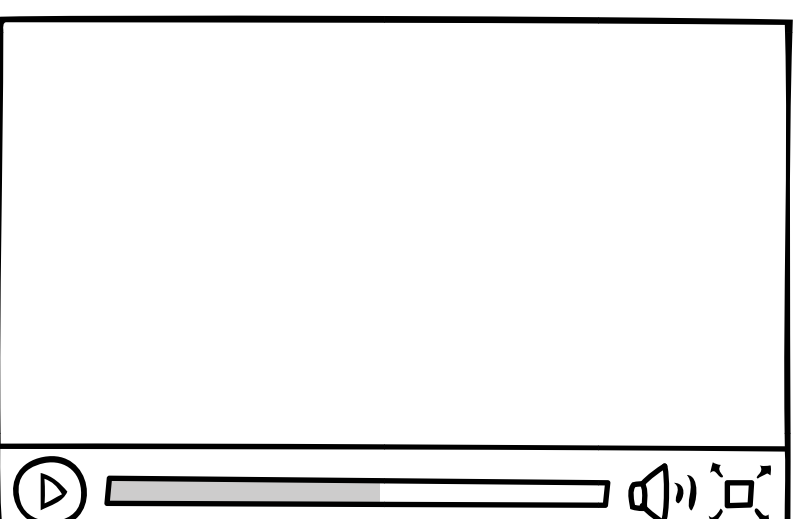
Director David Fincher



4. Stairs

Gap, 2014

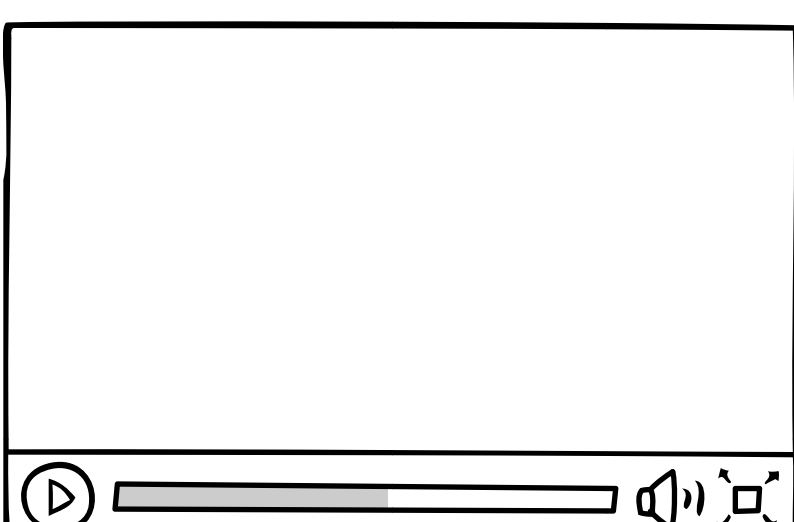
Director David Fincher



5. Downtown

Calvin Klein, 2013

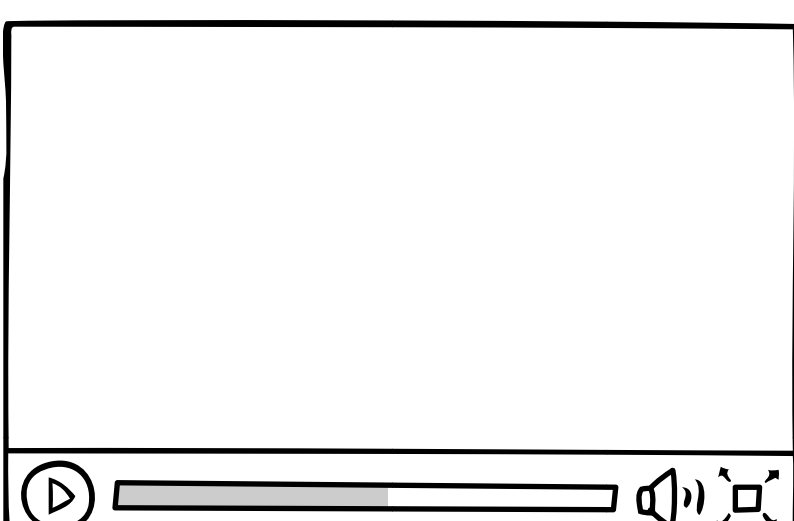
Director David Fincher



6. The Match

Red Digital Cinema, 2010

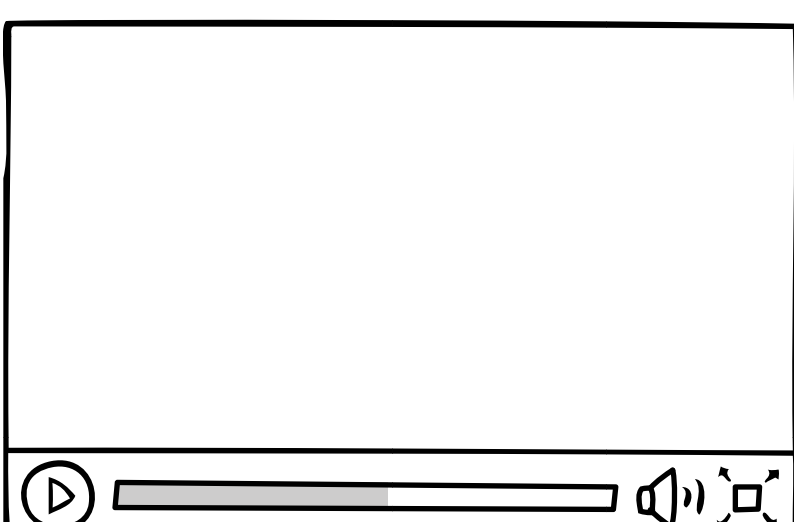
Director David Fincher



7. Break-in

Apple, 2009

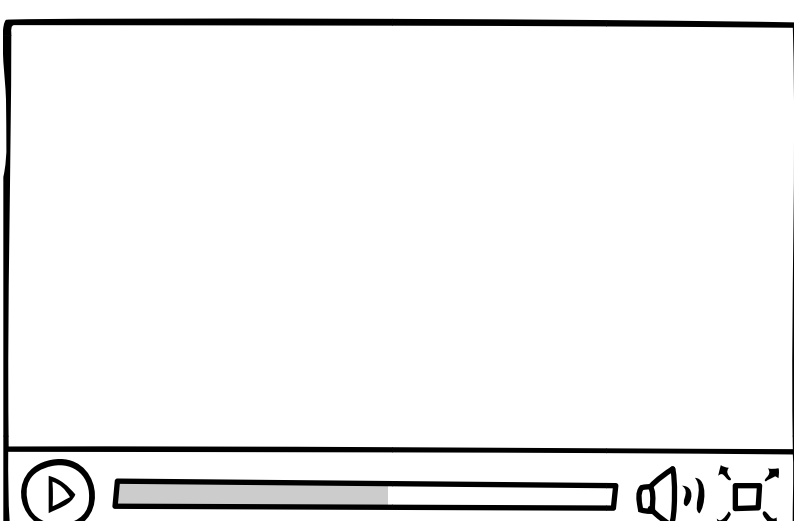
Director David Fincher



8. Trail of Destruction

Nike, 2009

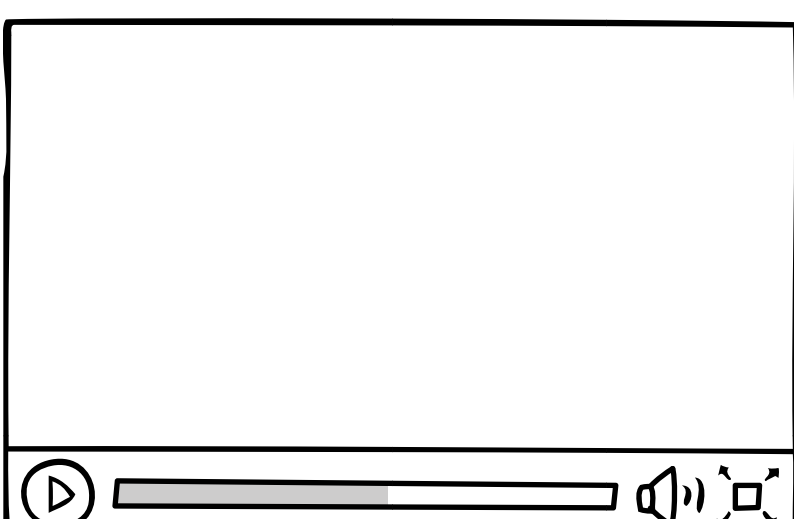
Director David Fincher



9. Untitled

Stand Up To Cancer, 2008

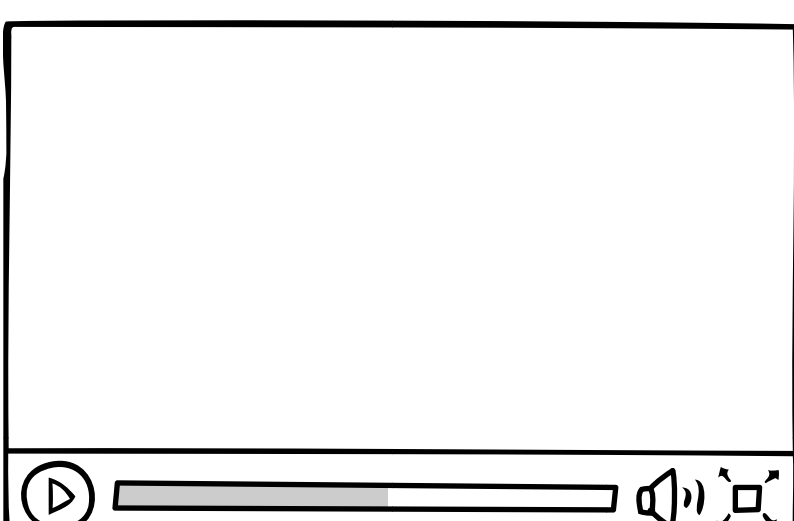
Director David Fincher



10. Manifesto

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New collection

0/100

New collection description

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Director [David Fincher](#)

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Gap, 2014

Director [David Fincher](#)

4. [Stairs](#)

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7. [Break-in](#)

Apple, 2009

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8. [Trail of Destruction](#)

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Golf (Gap, 2014)

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New collection

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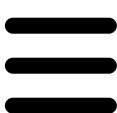
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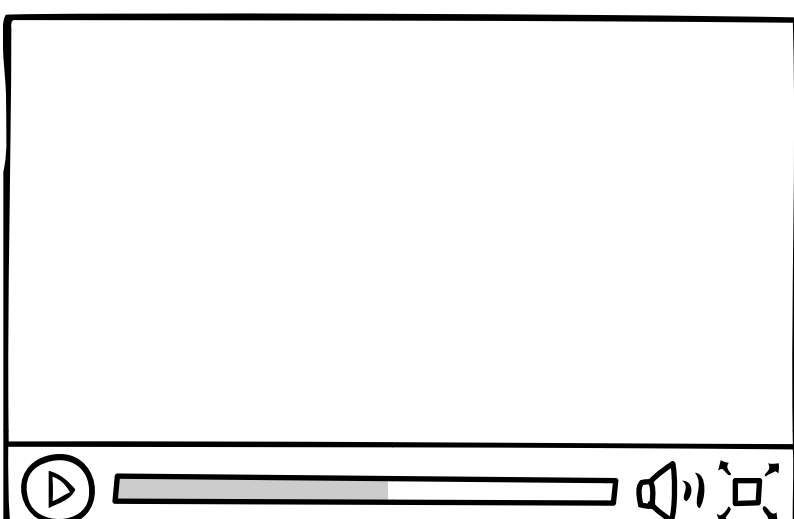
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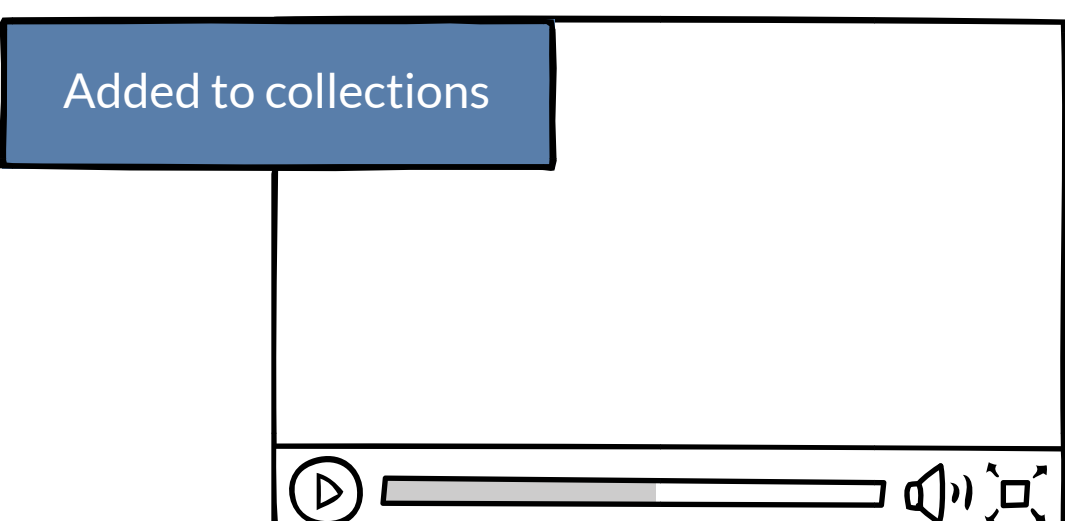
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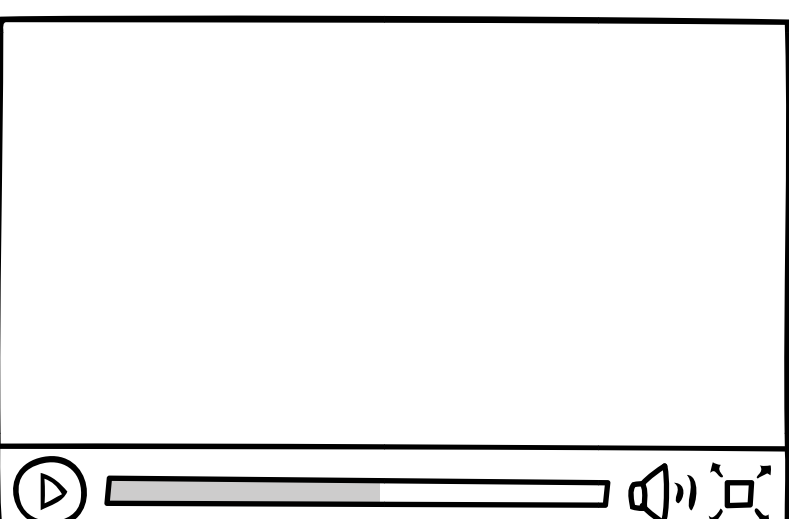
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Gap, 2014
- Director: [David Fincher](#)



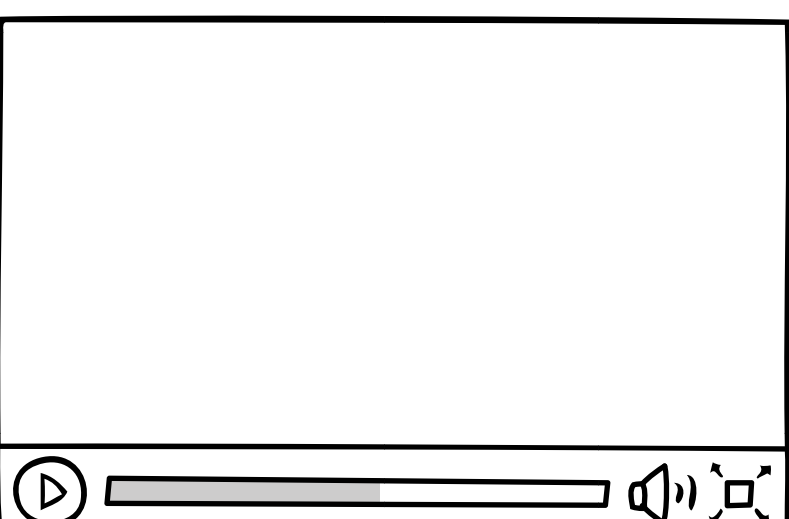
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Gap, 2014
- Director: [David Fincher](#)



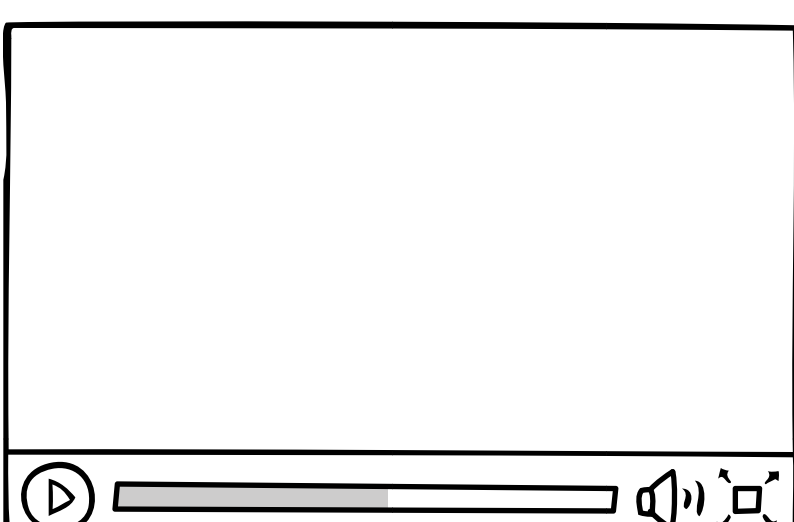
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Gap, 2014
- Director: [David Fincher](#)



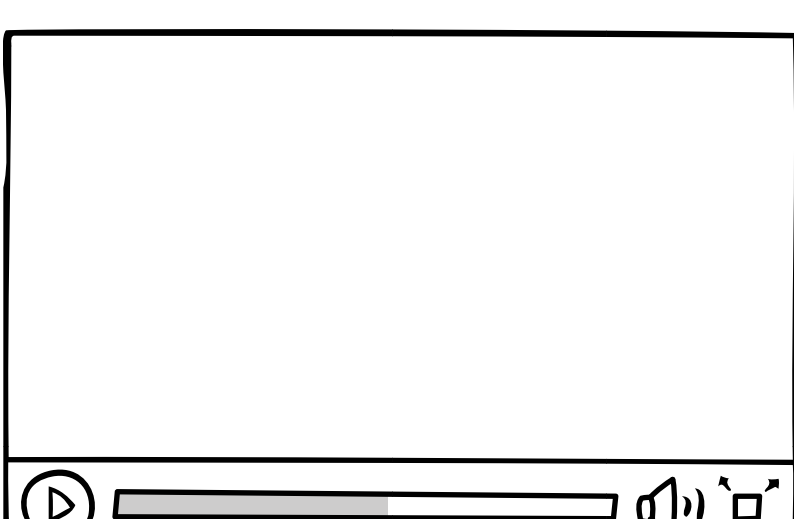
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Gap, 2014
- Director: [David Fincher](#)



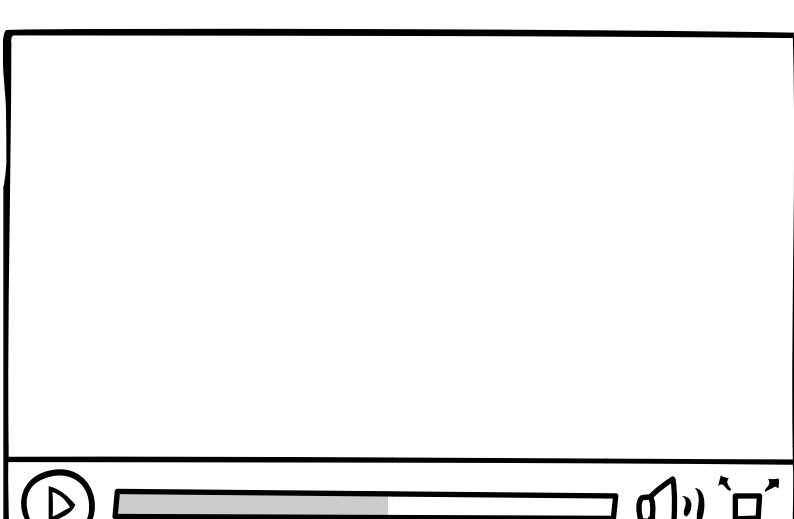
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Calvin Klein, 2013
- Director: [David Fincher](#)



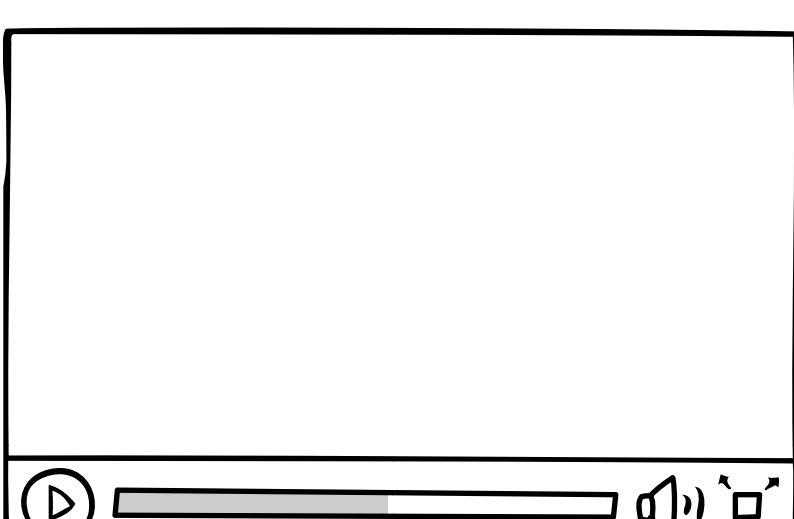
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Red Digital Cinema, 2010
- Director: [David Fincher](#)



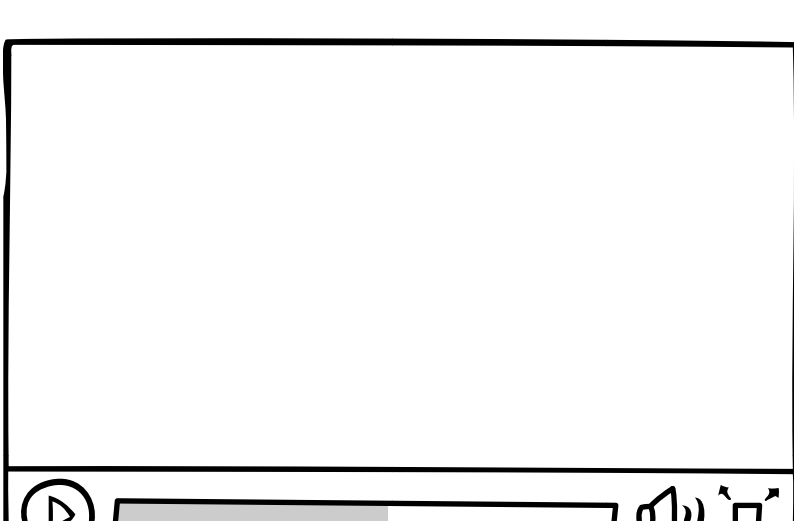
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Apple, 2009
- Director: [David Fincher](#)



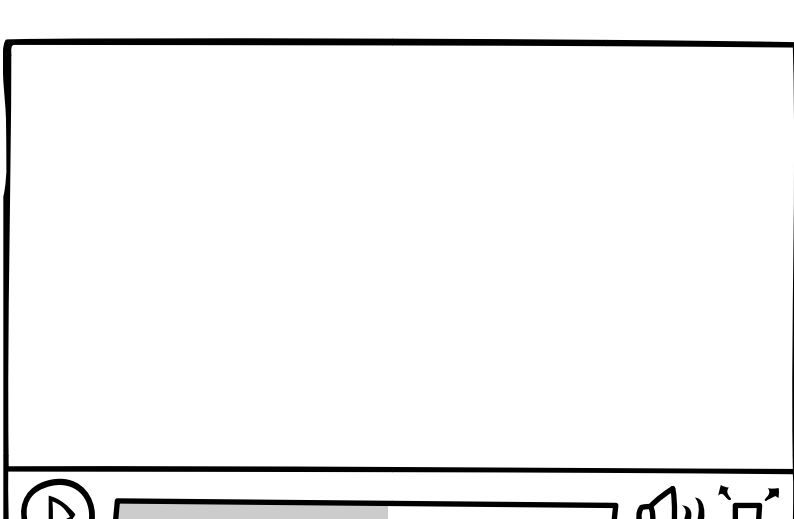
8. [Trail of Destruction](#)
Nike, 2009
- Director: [David Fincher](#)



9. [Untitled](#)
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10. [Manifesto](#)
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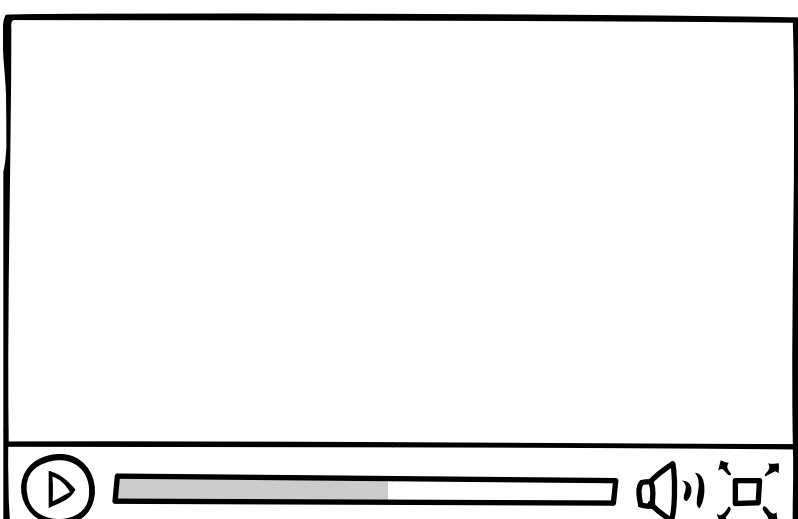
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1. [Drive](#)

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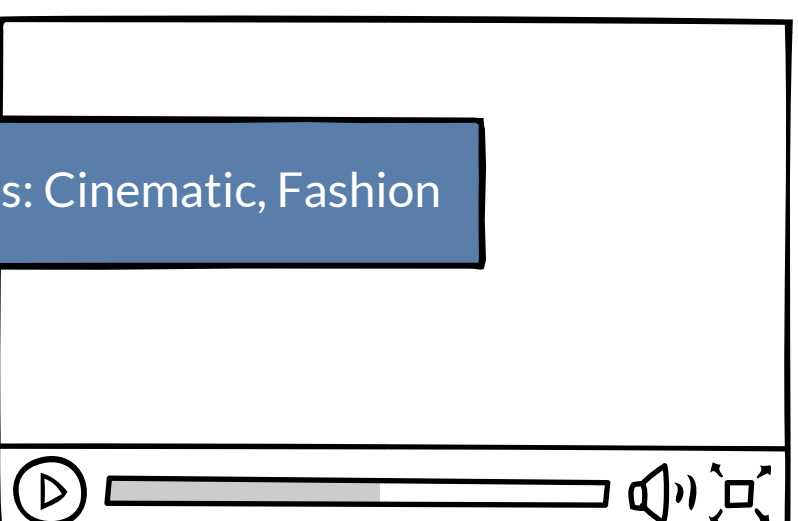
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2. [Golf](#)

Gap, 2014

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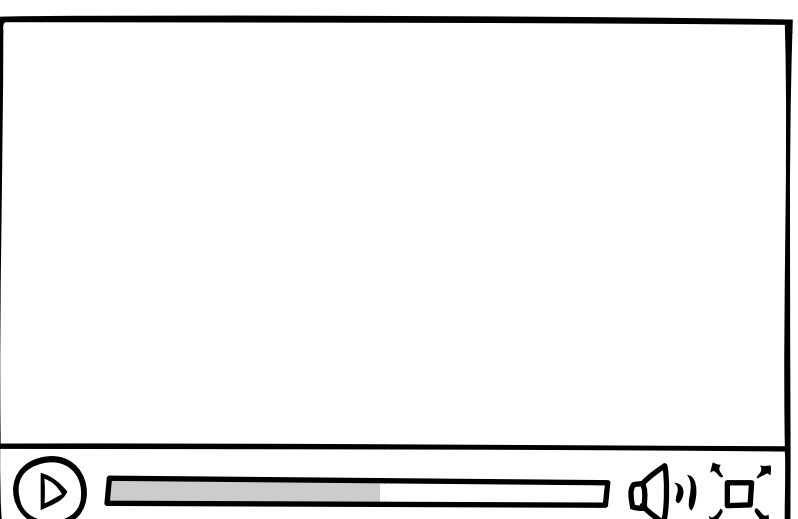


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Gap, 2014

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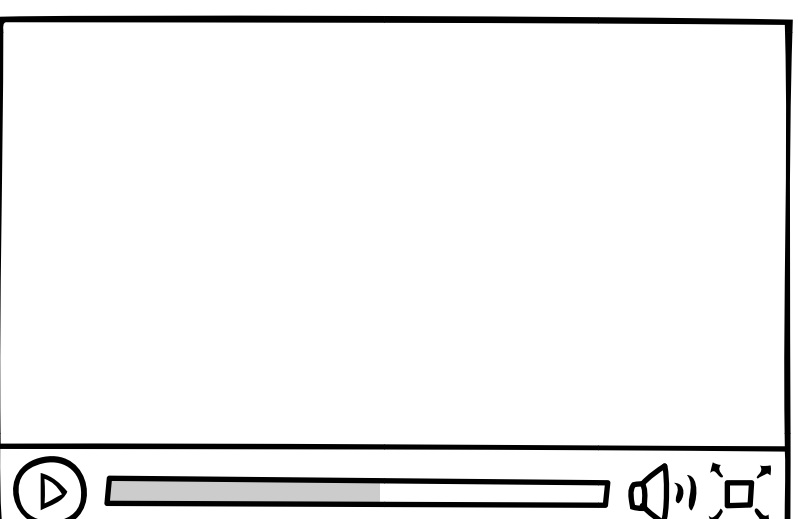


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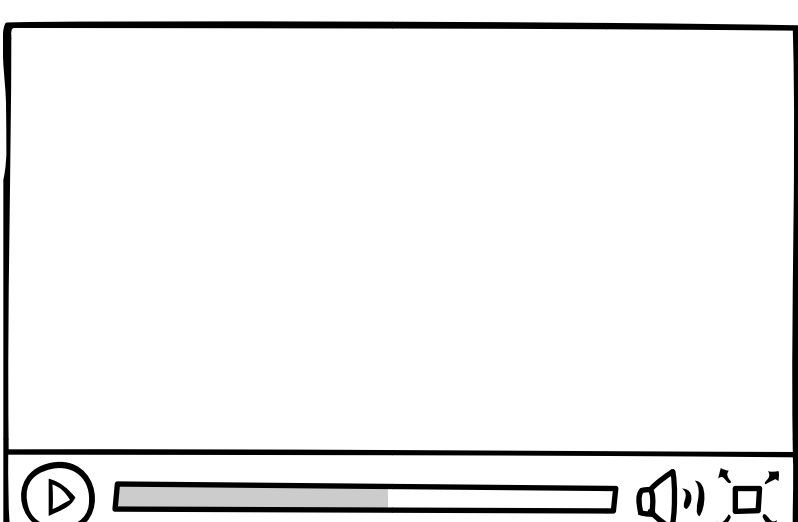


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5. [Downtown](#)

Calvin Klein, 2013

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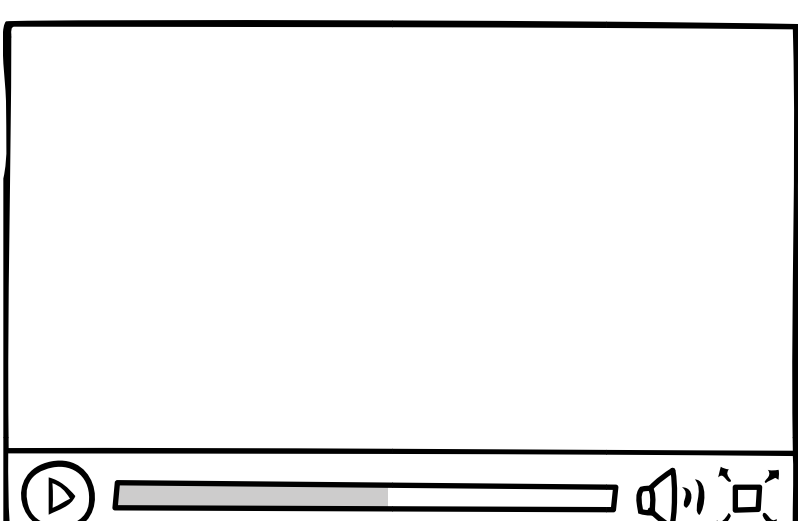


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6. [The Match](#)

Red One MX, 2010

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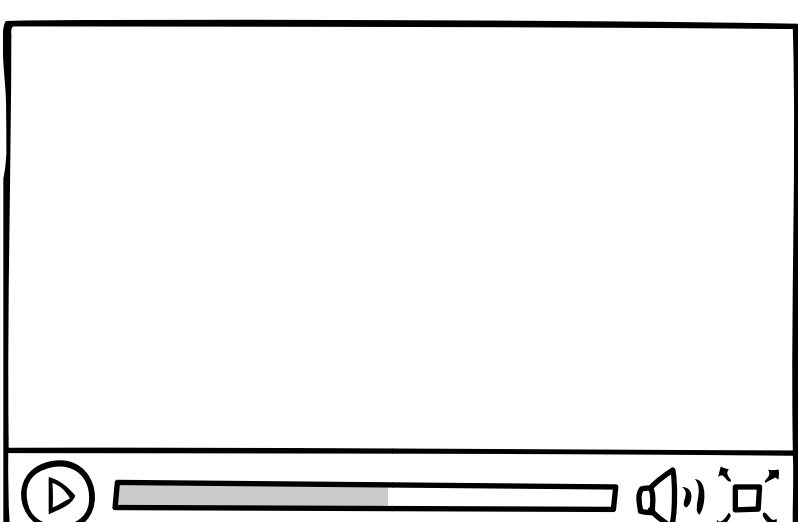


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7. [Break-in](#)

Apple, 2009

Director [David Fincher](#)

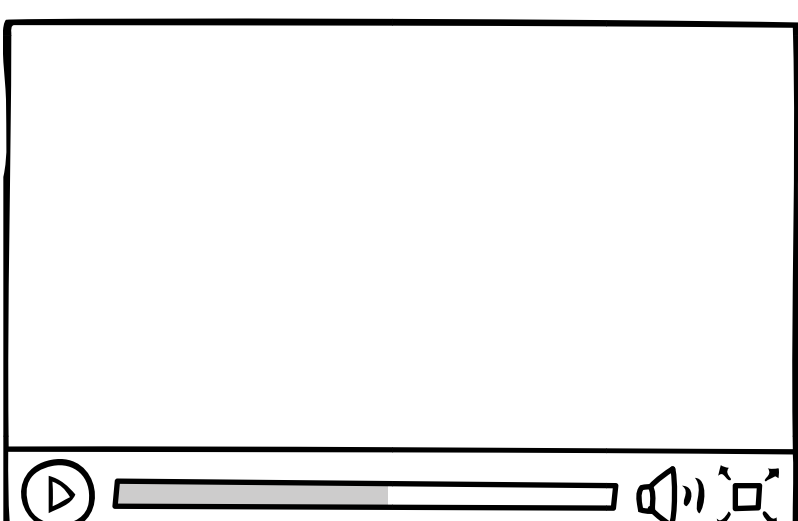


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8. [Trail of Destruction](#)

Nike, 2009

Director [David Fincher](#)

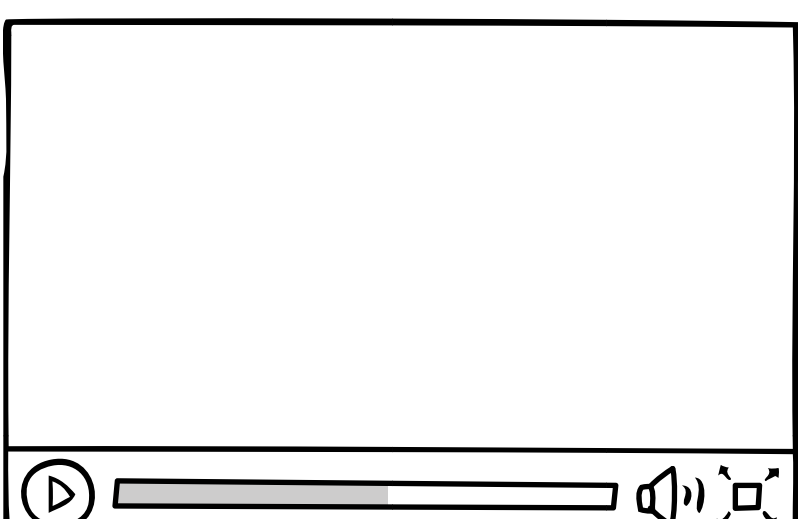


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9. [Untitled](#)

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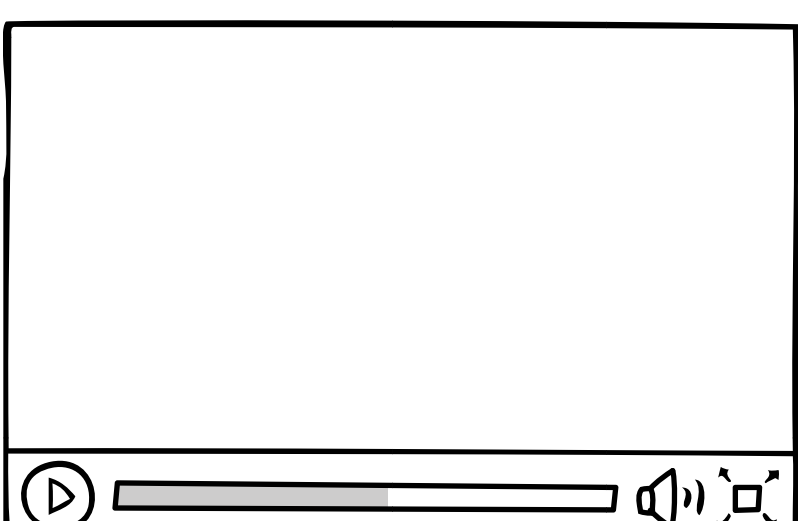


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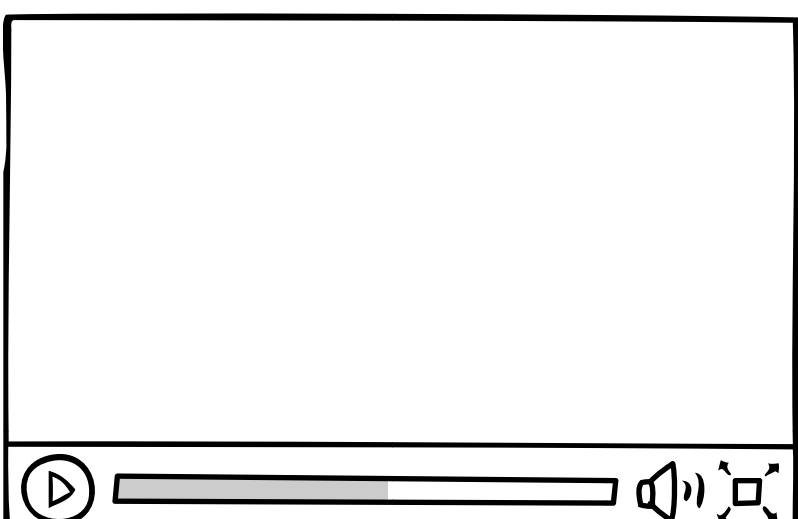
Results (96)



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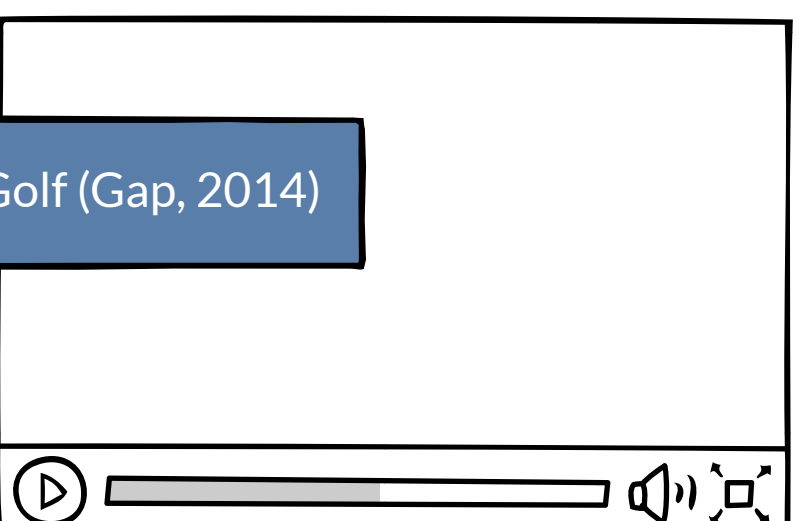
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2. Golf

Gap, 2014

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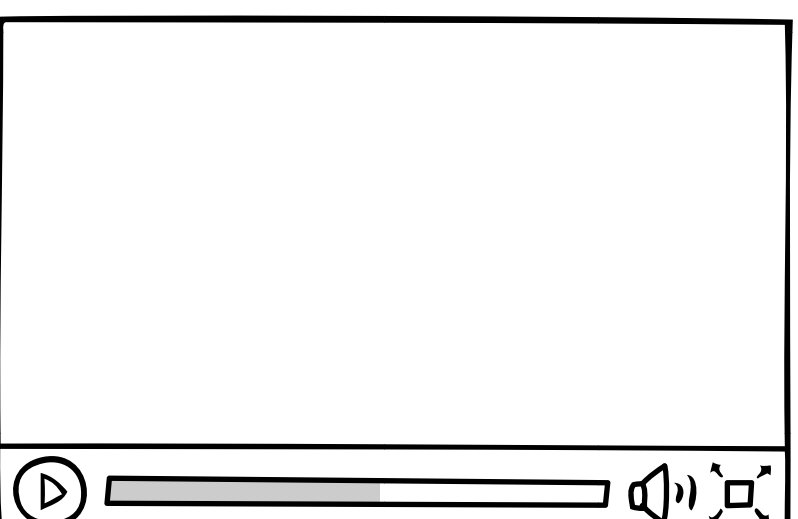


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Gap, 2014

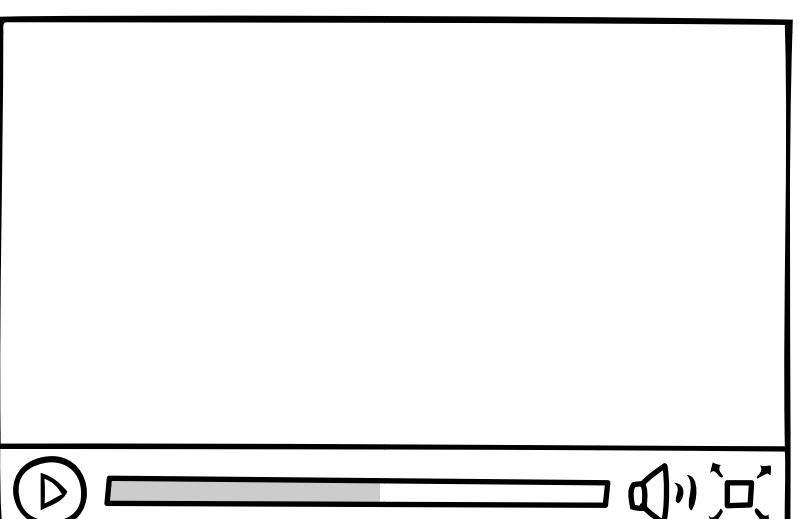
Director [David Fincher](#)



4. Stairs

Gap, 2014

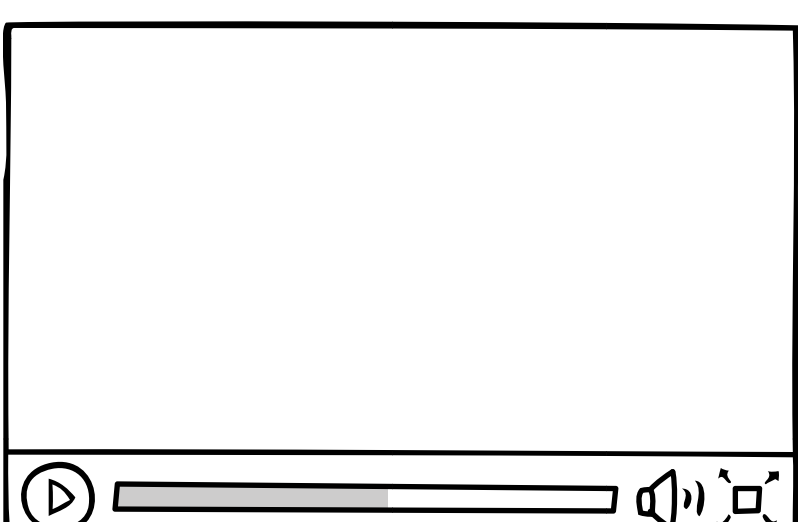
Director [David Fincher](#)



5. Downtown

Calvin Klein, 2013

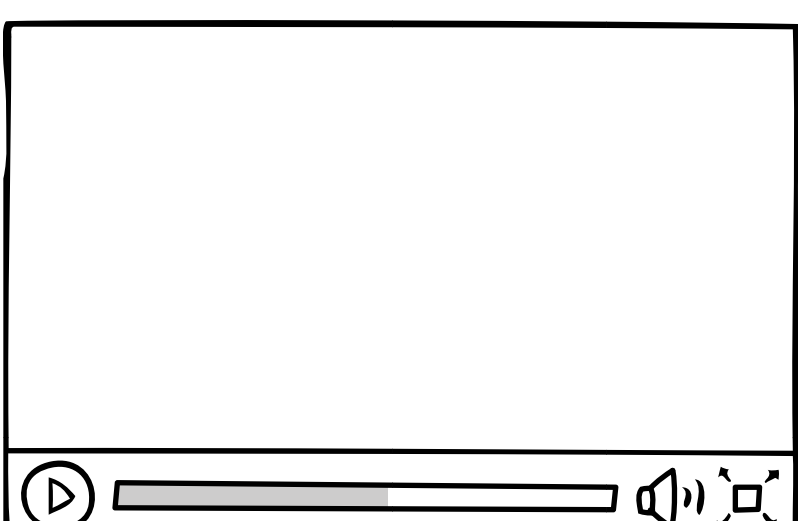
Director [David Fincher](#)



6. The Match

Red Digital Cinema, 2010

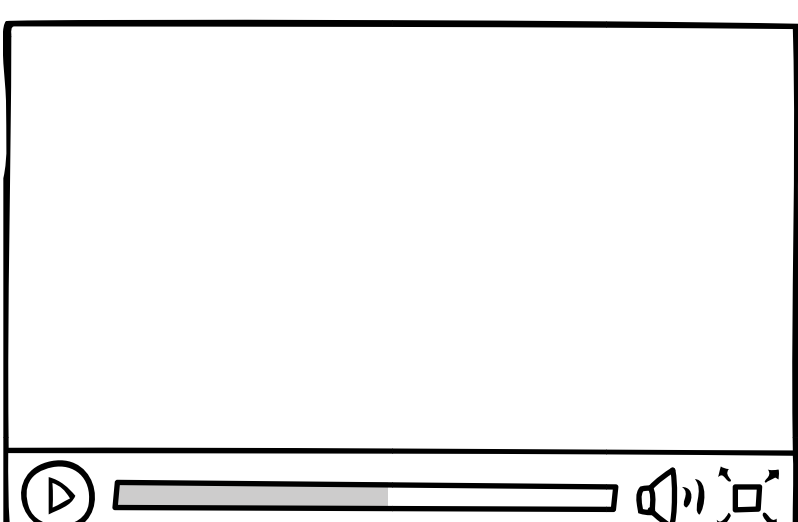
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7. Break-in

Apple, 2009

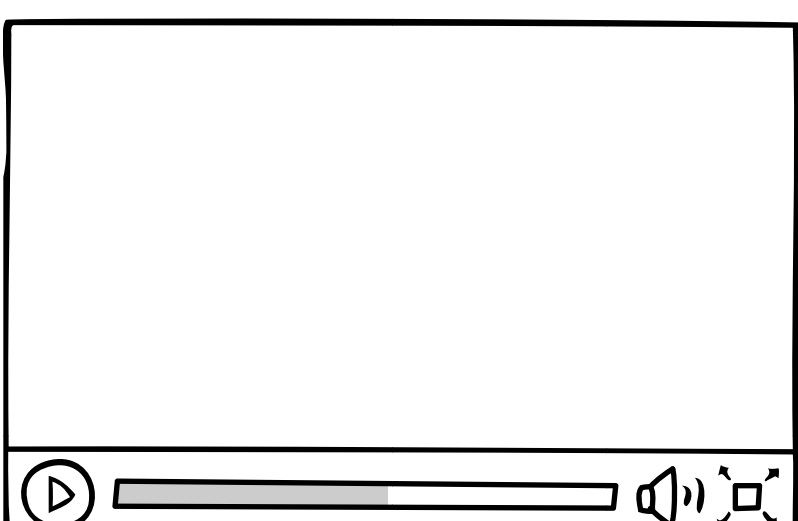
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8. Trail of Destruction

Nike, 2009

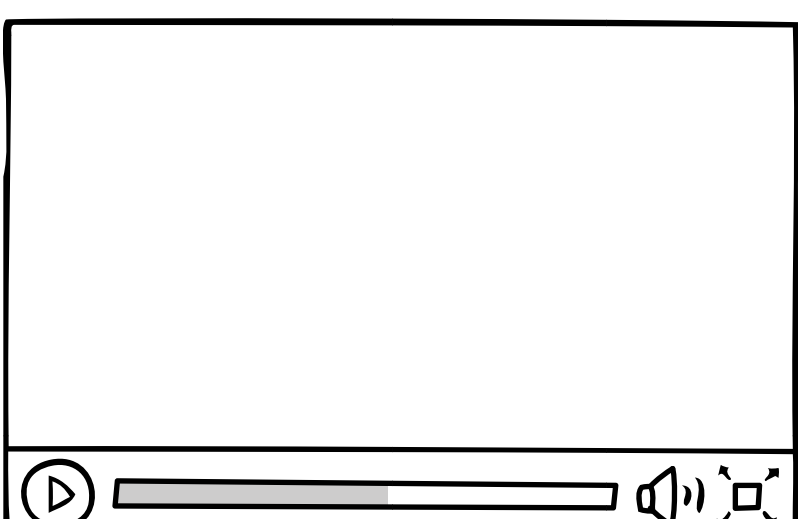
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9. Untitled

Stand Up To Cancer, 2008

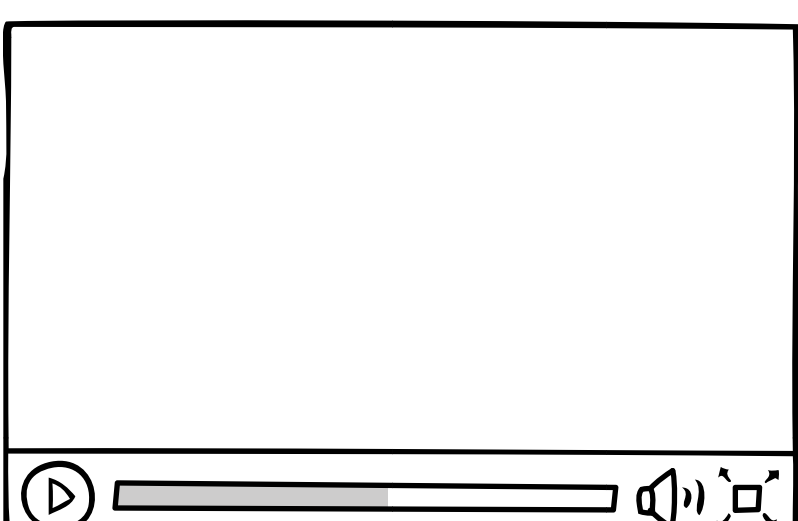
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☐ Nike (18)

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☐ Stand Up To Cancer (2)

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☐ Nike (18)

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Gap, 2014

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Calvin Klein, 2013

Director **David Fincher**



Red One MY 2010

Director **David Fincher**



Apple 2009

Director: David Fincher



Nike 2009

Director: **David Fincher**



Stand Up To Cancer 2008

D: -10' D: +15' L:



Stand Up To Cancer 2008

Director: [David Fincher](#)



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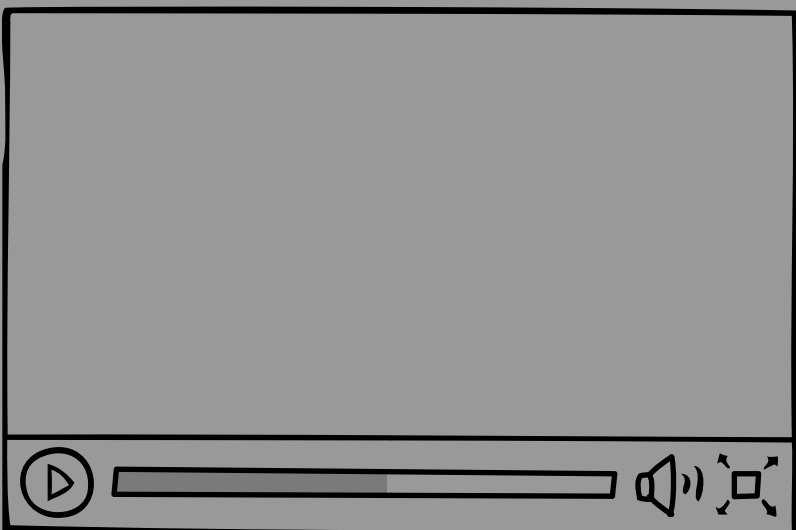
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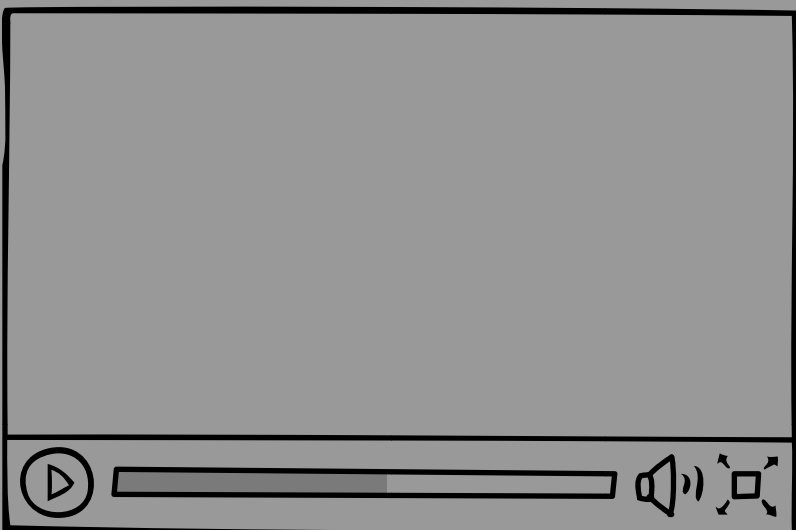
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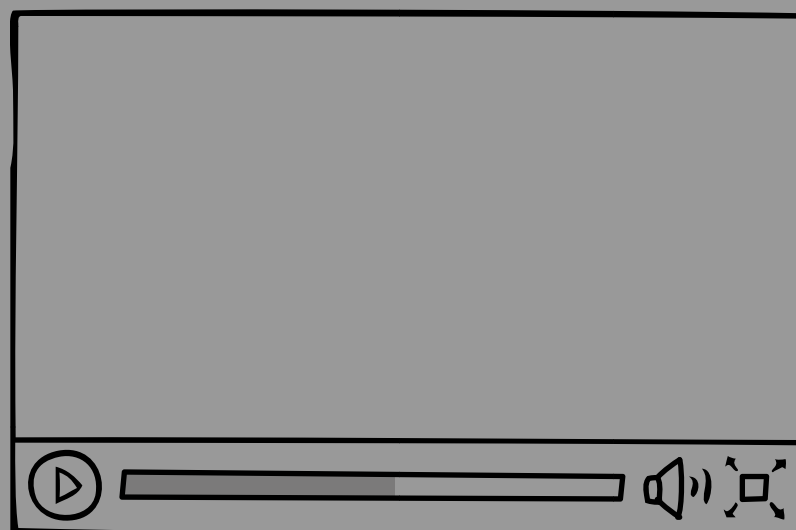
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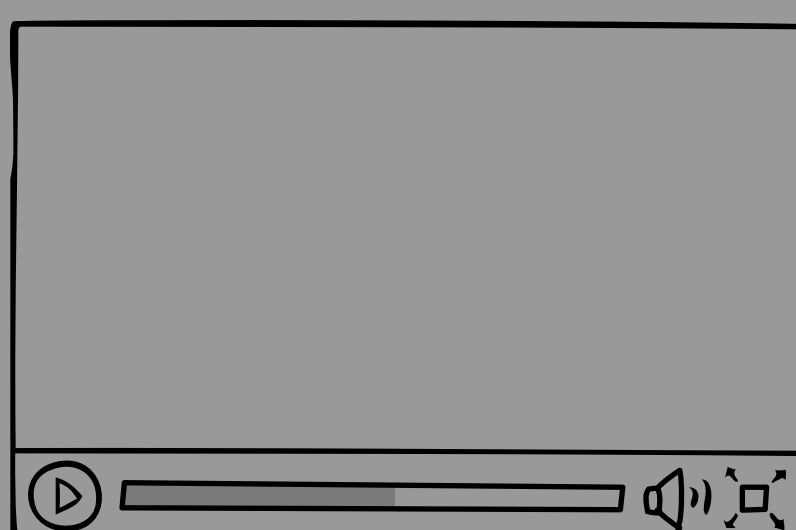
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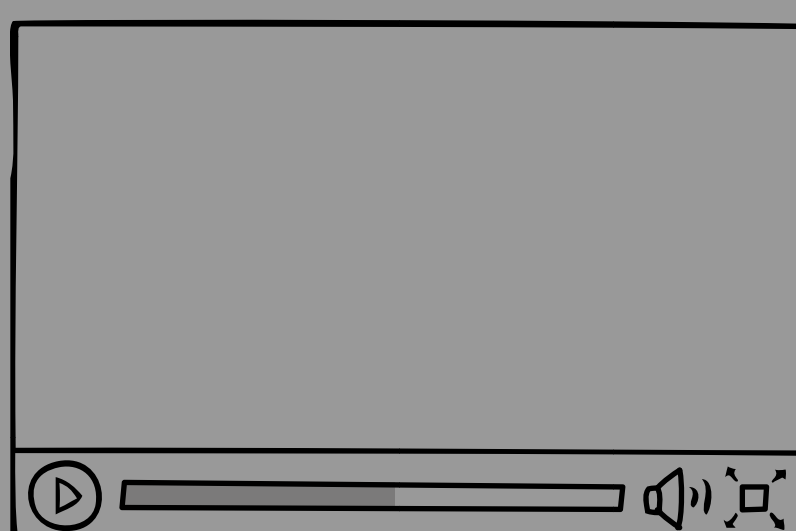
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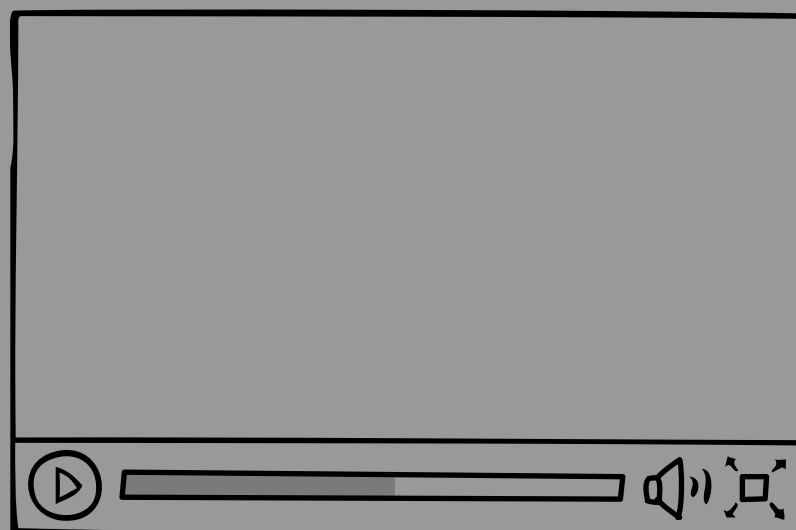
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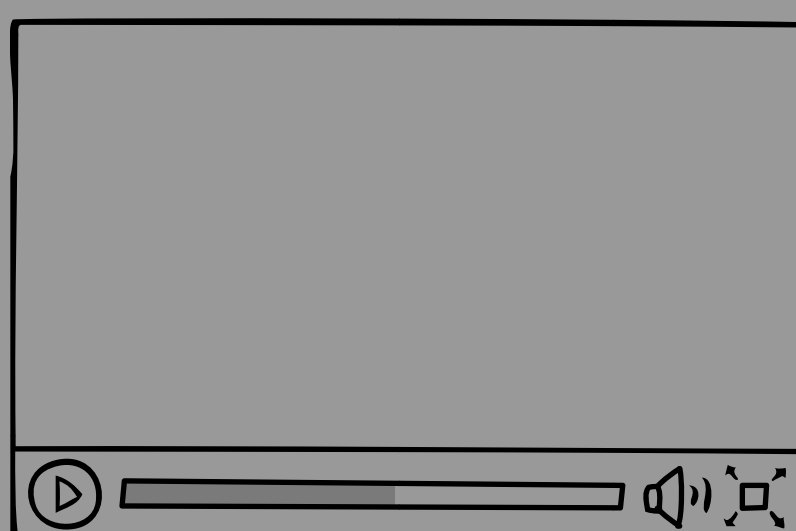
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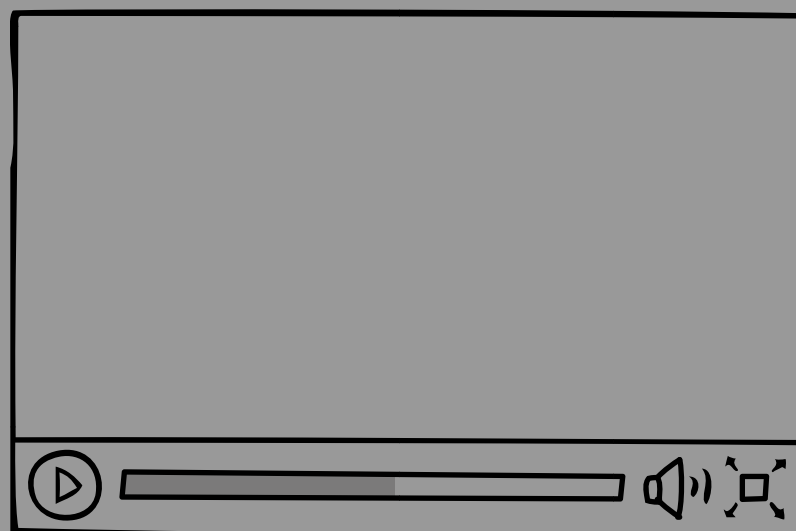
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☐ Adidas (1)

☐ Apple (2)

☐ AT&T (1)

☐ Budweiser (1)

☐ Calvin Klein (1)

☐ Chanel (1)

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☐ Colt 45 (1)

☐ Gap (4)

☐ Heineken (2)

☐ Hewlett Packard (1)

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☐ Levi's (5)

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☐ Apple (2)

☐ AT&T (1)

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☐ Calvin Klein (1)

☐ Chanel (1)

☐ Coca-Cola (2)

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☐ Heineken (2)

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☐ Nike (18)

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▶ Country (1)

▶ Year (19)

▶ Look (16)

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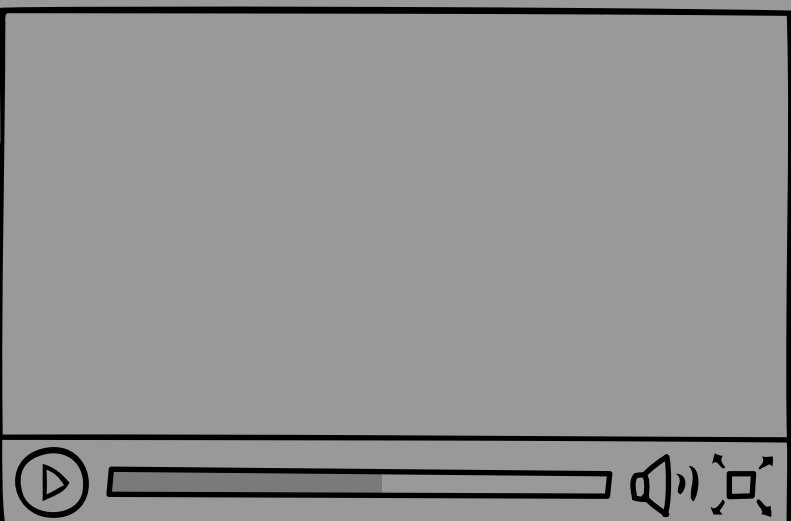
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Gap, 2014

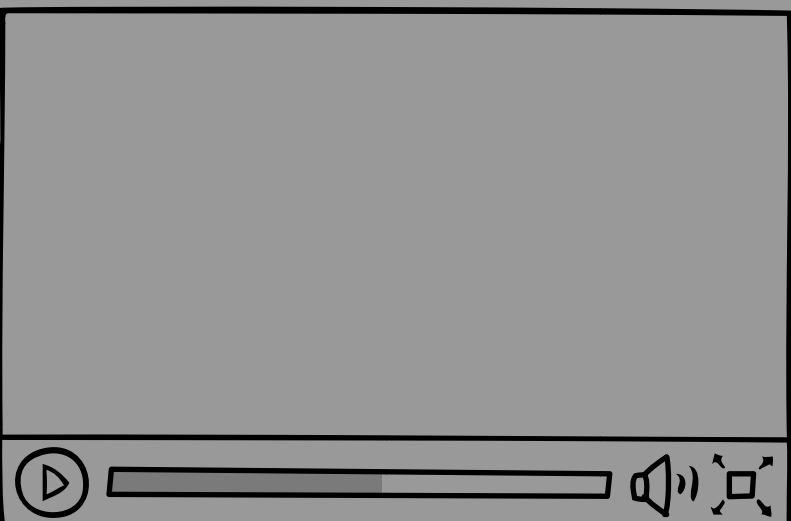
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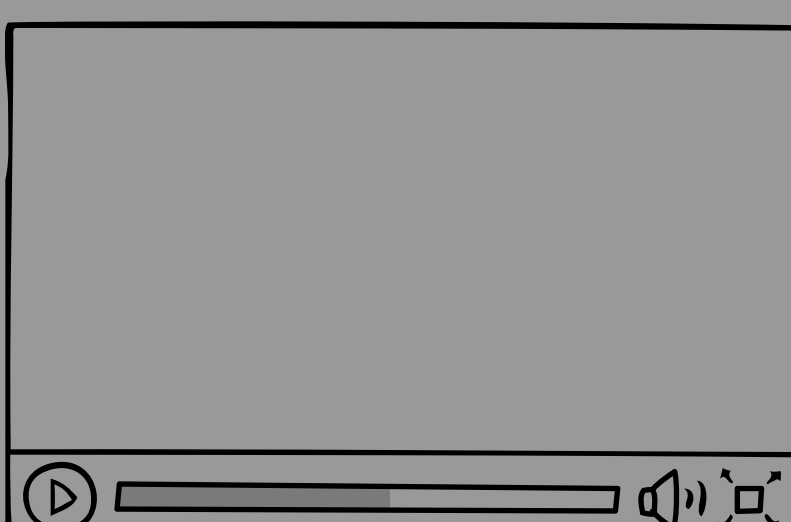
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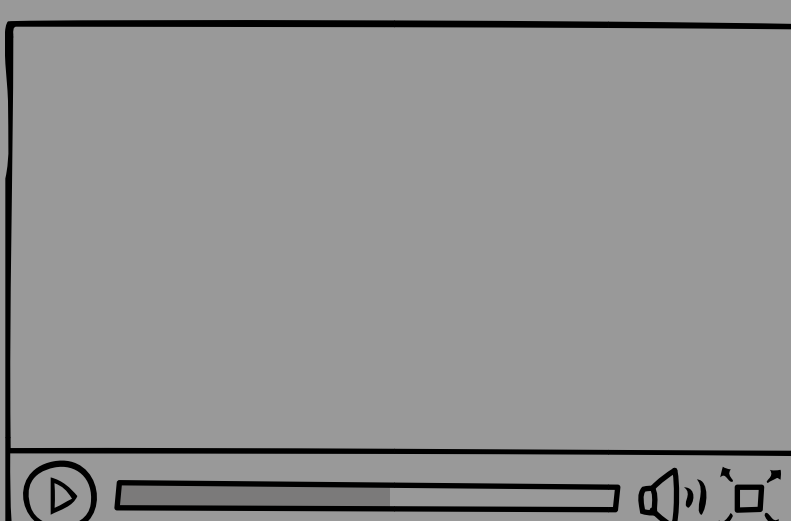
Director [David Fincher](#)



6. [The Match](#)

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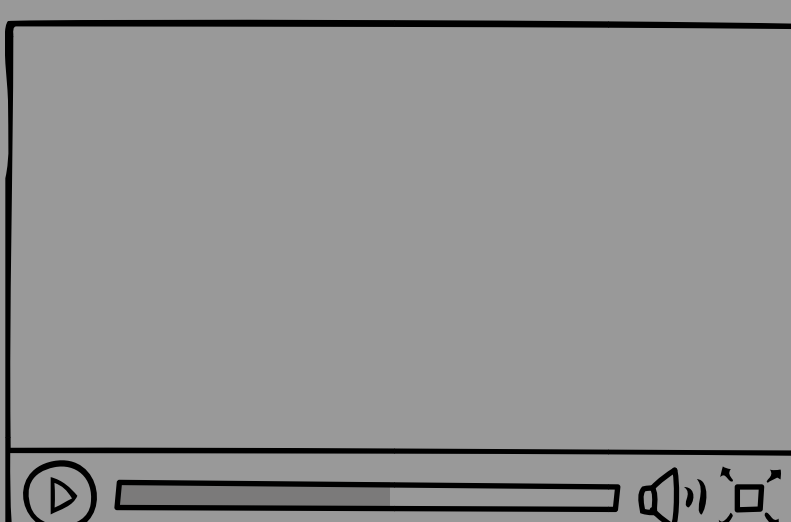
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7. [Break-in](#)

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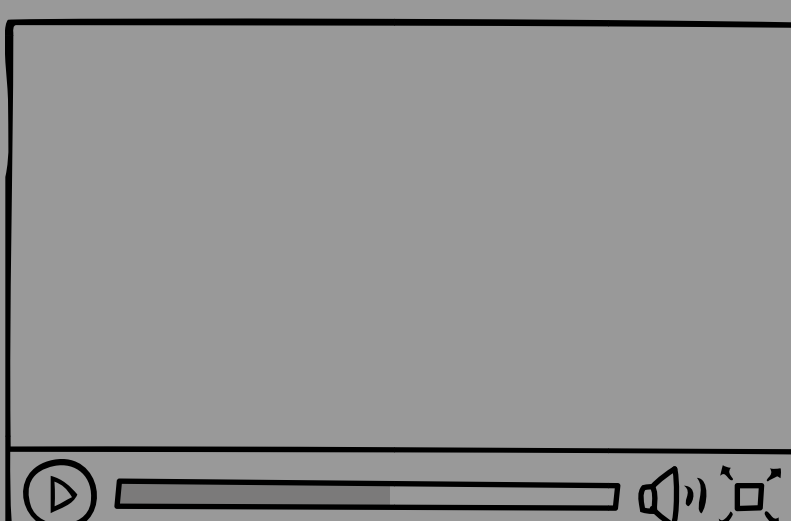
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8. [Trail of Destruction](#)

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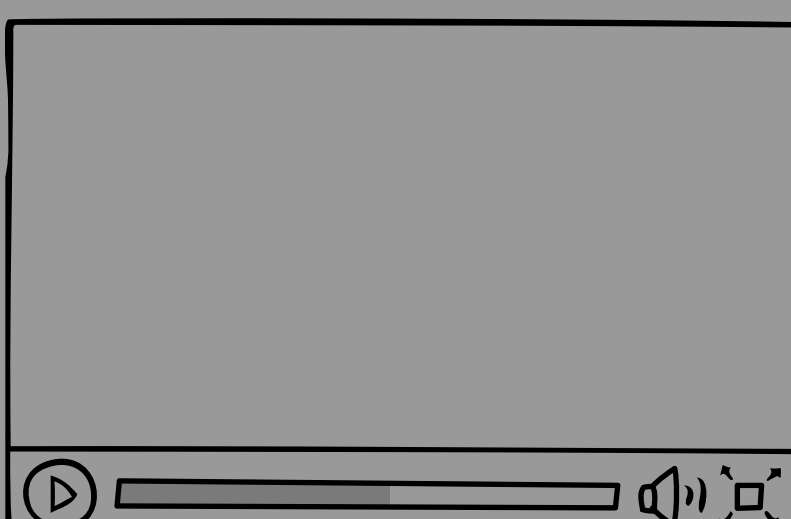
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9. [Untitled](#)

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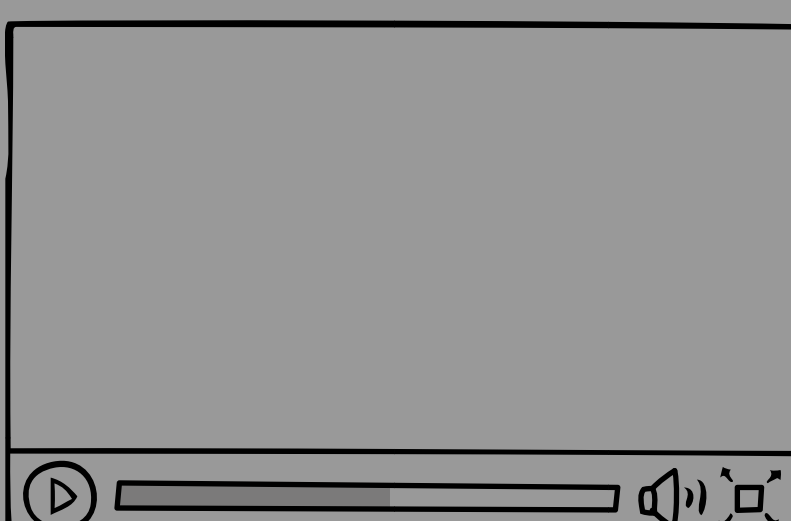
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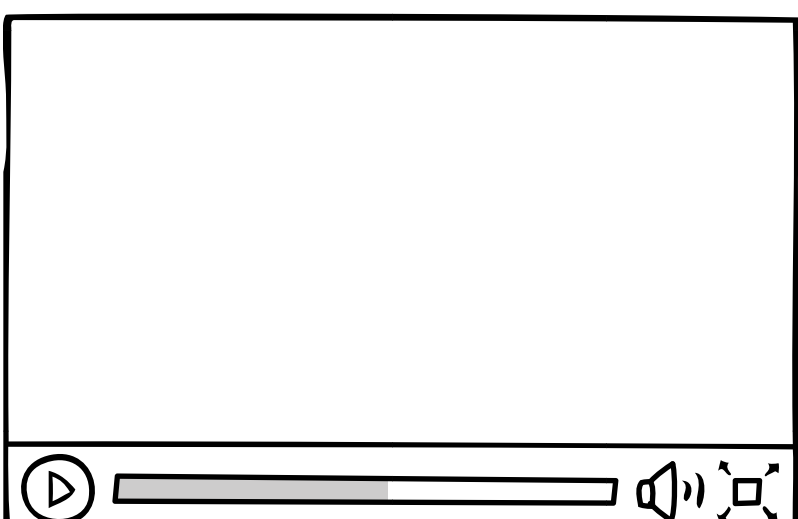
96 results (filtered to 59)



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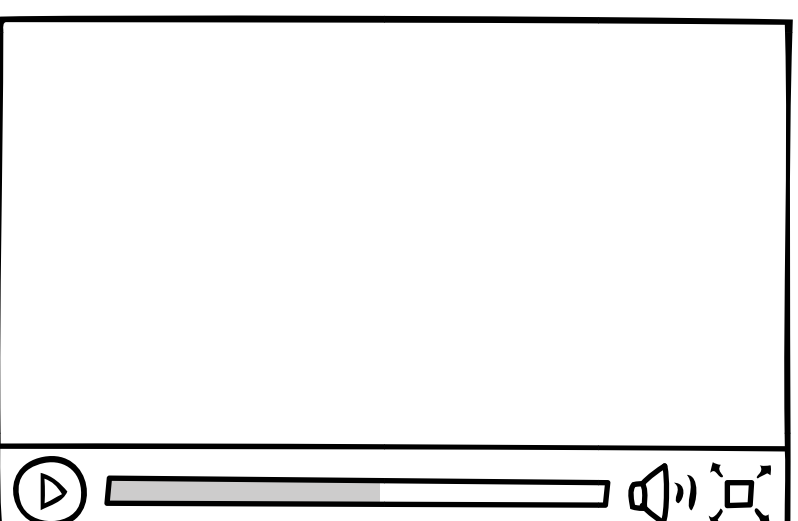


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Gap, 2014

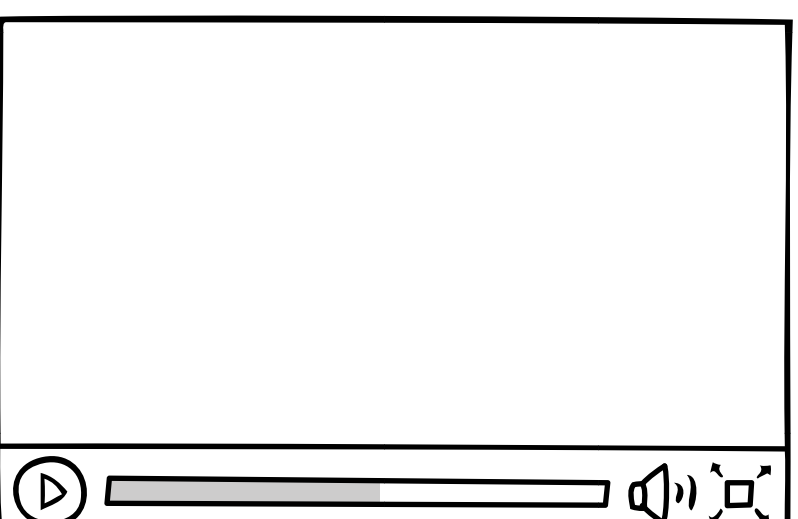
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Gap, 2014

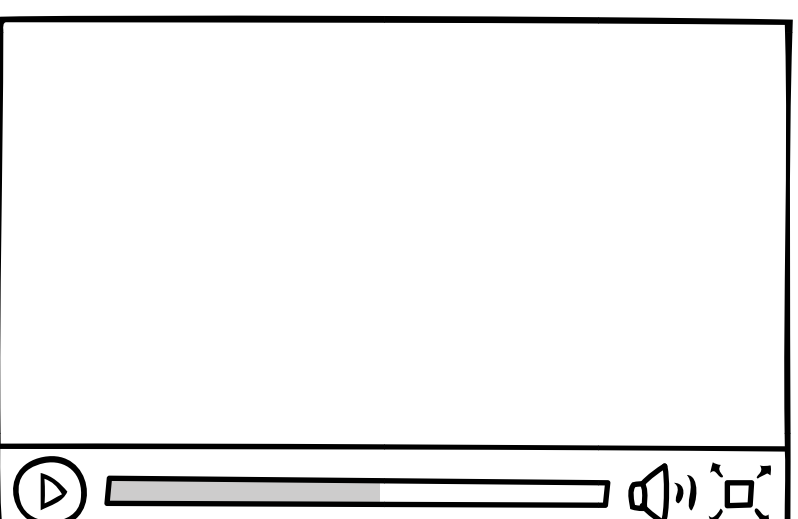
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Gap, 2014

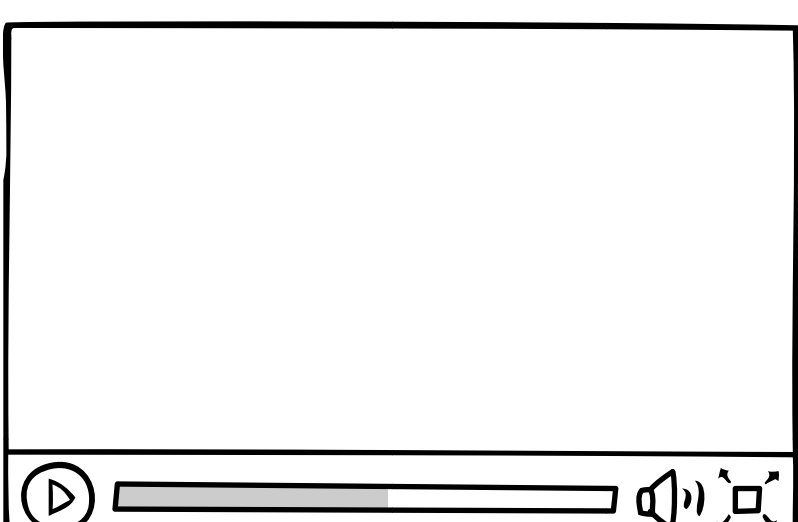
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Calvin Klein, 2013

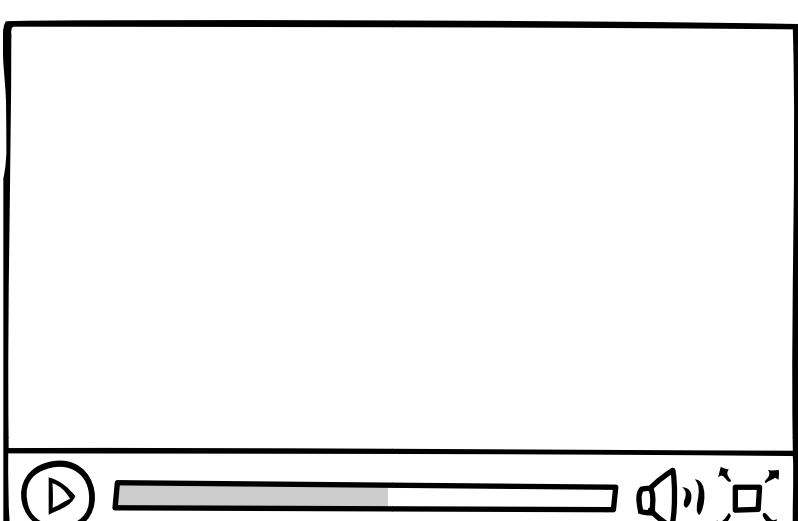
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6. [The Match](#)

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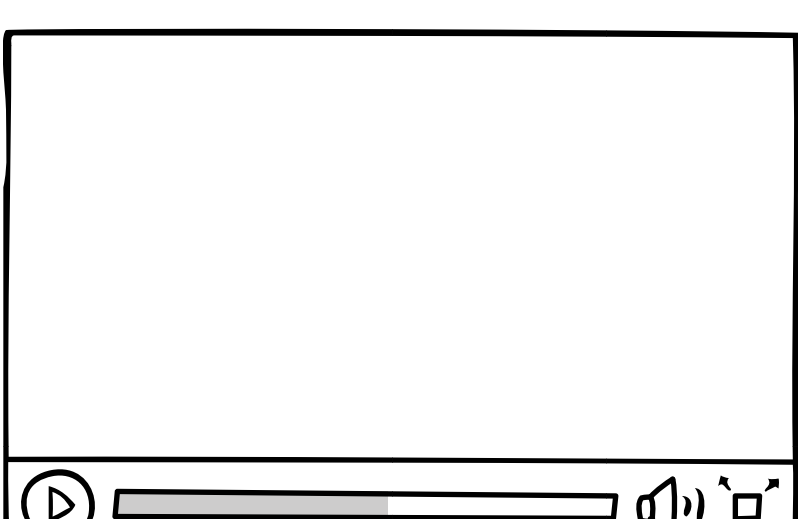
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7. [Break-in](#)

Apple, 2009

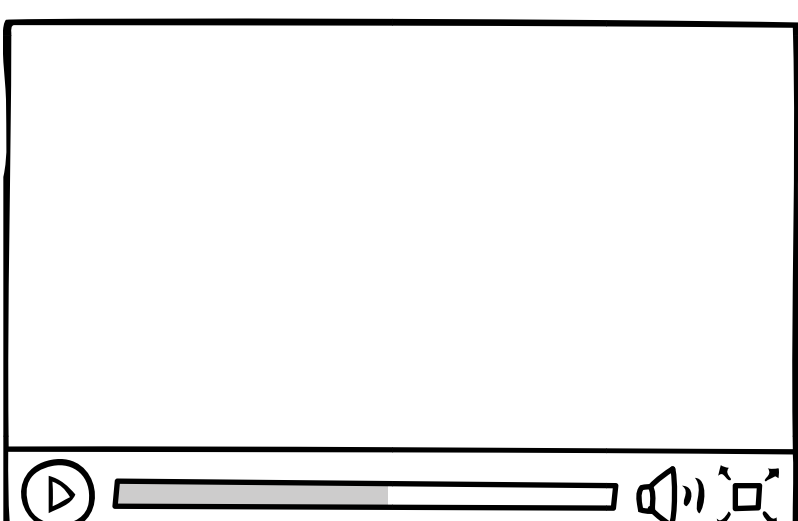
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8. [Trail of Destruction](#)

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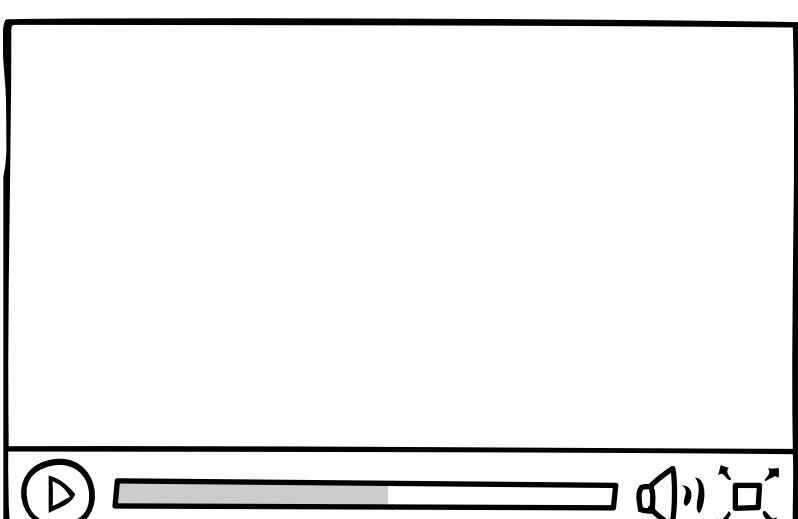
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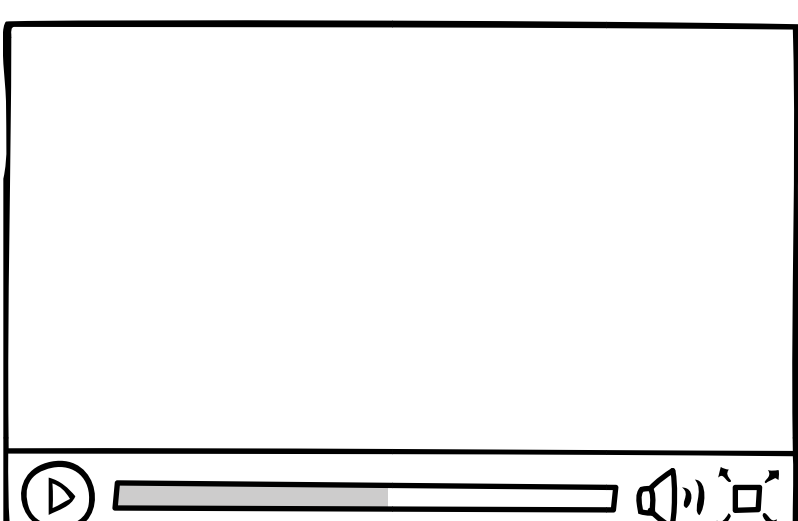
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2.

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3. Brand

4. Campaign

5. Title

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Sort

	<div>Director David Fincher</div> <div></div> <div></div>	
3.	<div>Kiss</div> <div>Gap, 2014</div> <div>Director David Fincher</div>	<div></div>
4.	<div>Stairs</div> <div>Gap, 2014</div> <div>Director David Fincher</div>	<div></div>
5.	<div>Downtown</div> <div>Calvin Klein, 2013</div> <div>Director David Fincher</div>	<div></div>
6.	<div>Trail of Destruction</div> <div>Nike, 2009</div> <div>Director David Fincher</div>	<div></div>
7.	<div>Fate</div> <div>Nike, 2008</div> <div>Director David Fincher</div>	<div></div>
8.	<div>Gamebreakers</div> <div>Nike, 2003</div> <div>Director David Fincher</div>	<div></div>
9.	<div>Mechanical Legs</div> <div>Adidas, 2003</div> <div>Director David Fincher</div>	<div></div>
10.	<div>Speedchain</div> <div>Nike, 2003</div> <div>Director David Fincher</div>	<div></div>

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Nike, 1989

Director: David Fincher
3.

Birthday Party

Nike, 1990

Director: David Fincher
4.

Charles Barkley

Nike, 1990

Director: David Fincher
5.

Coach Brown

Nike, 1990

Director: David Fincher
6.

Contract Renegotiations

Nike, 1990

Director: David Fincher
7.

Garbage

Nike, 1990

Director: David Fincher
8.

Gary Payton

Nike, 1990

Director: David Fincher
9.

Kick Some Butt

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Director: David Fincher
10.

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Nike, 1990

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7.

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Apple, 2009

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[Charles Barkley](#)

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3. [Birthday Party](#)

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4. [Charles Barkley](#)

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5. [Coach Brown](#)

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6. [Contract Renegotiations](#)

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7. [Garbage](#)

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8. [Gary Payton](#)

Nike, 1990

Director [David Fincher](#)

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🔊

9. [Kick Some Butt](#)

Nike, 1990

Director [David Fincher](#)

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Nike, 1990

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Collections (3)

1.

All-Time Greatest

10 records

Consensus of best ads, ever.

2.

Black & White

4 records

3.

Cinematic

1 record

Ads directed by people who've done feature-length movies.

Showing collections 1-3 of 3

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Delete ...

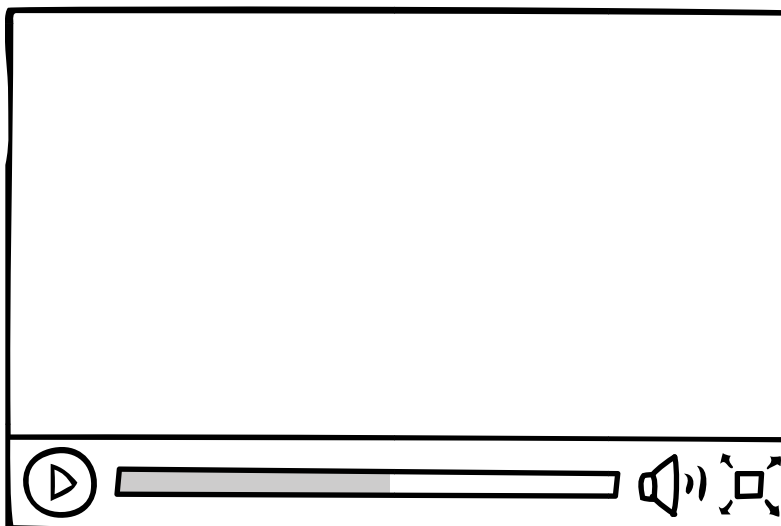
Sort ...

Paginate ...

1. AIRTIME Greatest

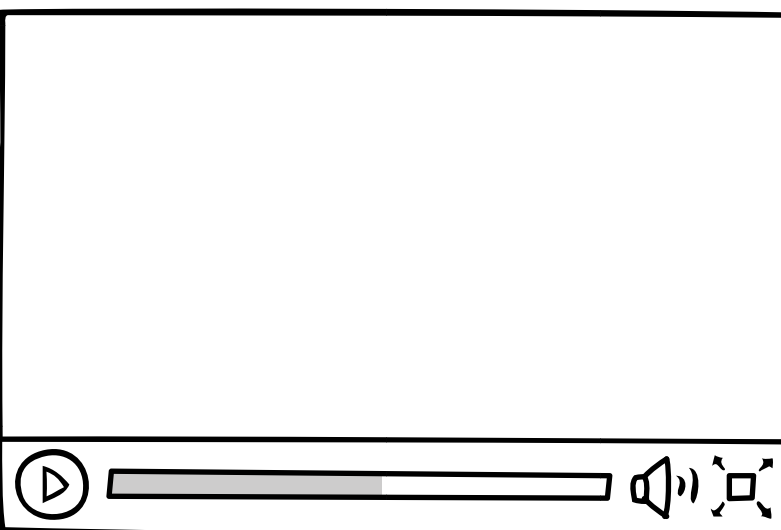
10 records

Consensus of best ads, ever.



2. Black & White

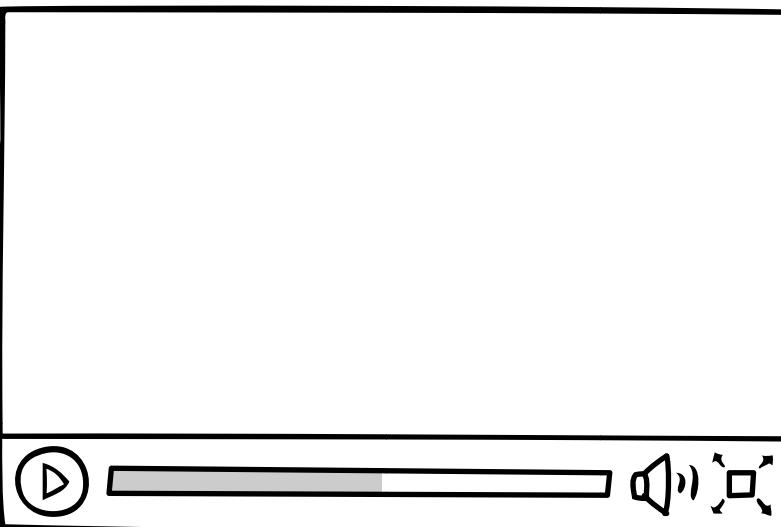
4 records



3. Cinematic

1 record

Ads directed by people who've done feature-length movies.



Showing collections 1-3 of 3

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Delete collections

☐ All collections (3)

☐ All-Time Greatest (10)

☐ Black & White (4)

☐ Cinematic (1)

Reset

Delete

2. [Black & White](#)

3 records

3. [Cinematic](#)

4 records

Ads directed by people who've done feature-length movies.

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Collections (3)

1.

All-Time Greatest

10 records

Consensus of best ads, ever.

2.

Black & White

4 records

Delete ...

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Move to prev

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3.

Cinematic

1 record

Ads directed by people who've done feature-length movies.

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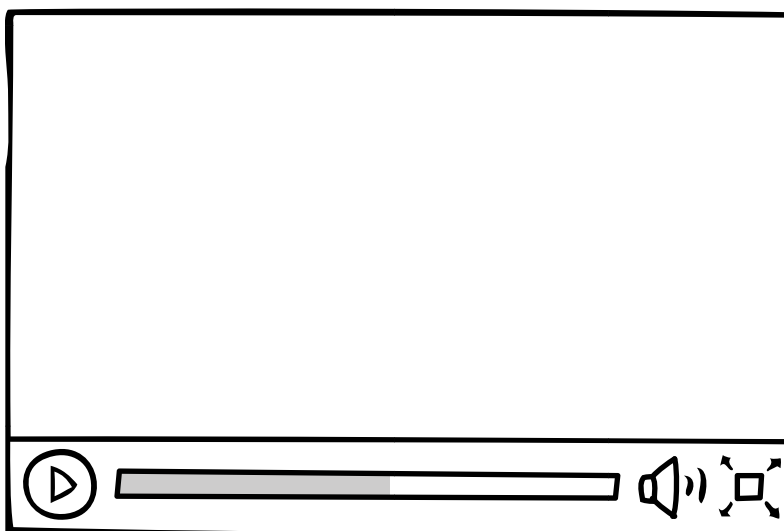
Collections (4)



1. All-Time Greatest

10 records

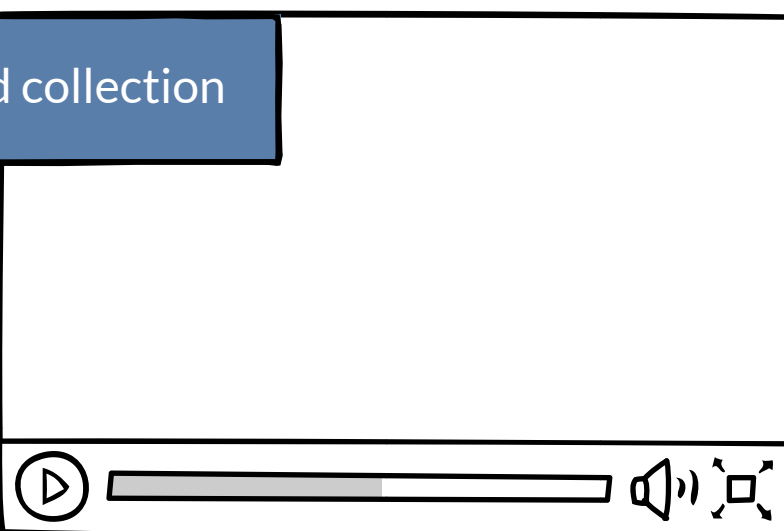
Consensus of best ads, ever.



2. Black & White

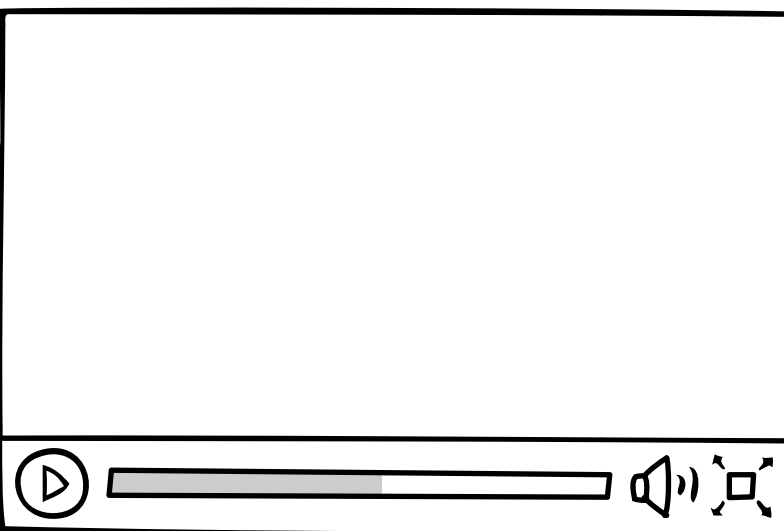
4 records

Duplicated collection



3. Black & White - Duplicate

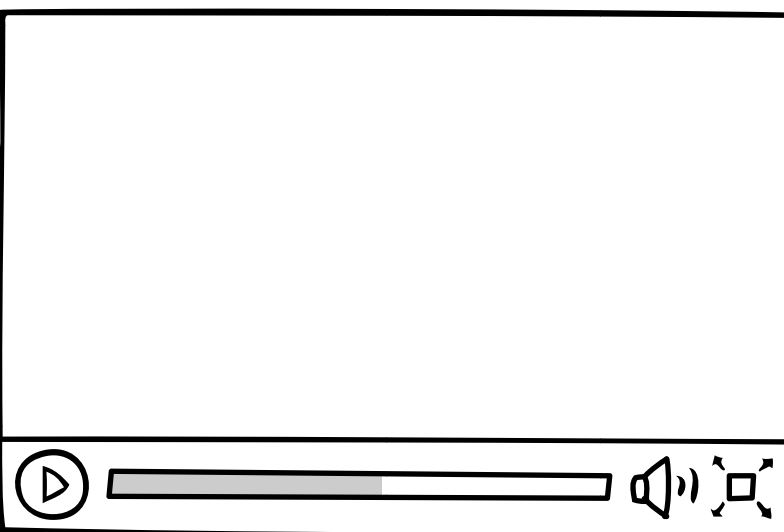
4 records



4. Cinematic

1 record

Ads directed by people who've done feature-length movies.



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Black & White - Duplicate

Black & White (4)

1.

Surfer

Guinness, 1999

2.

Drugstore

Levi's, 1994

3.

Pilot

Stella Artois, 2004

4.

Golf

Gap, 2014

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Cinematic (1)



1. Golf
Gap, 2014



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Black & White - Duplicate

Black & White - Duplicate (4)

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1.

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Guinness, 1999

2.

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Black & White - Duplicate (4)

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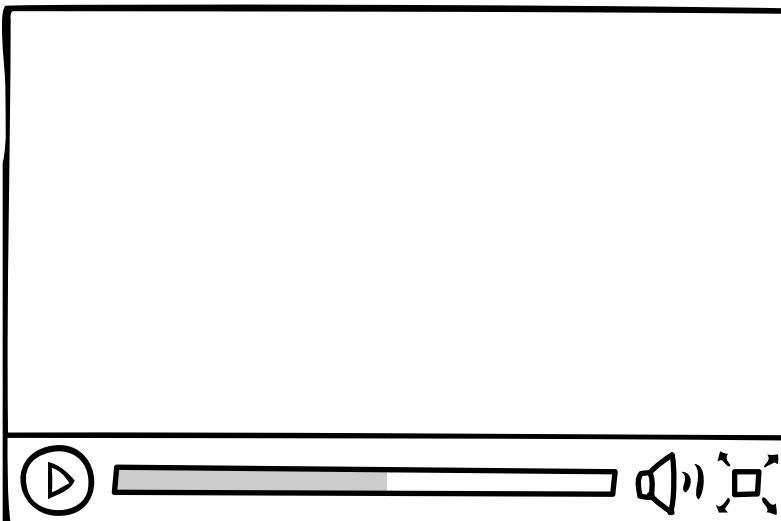
Copy link

[Edit info ...](#)

Set summaries ...

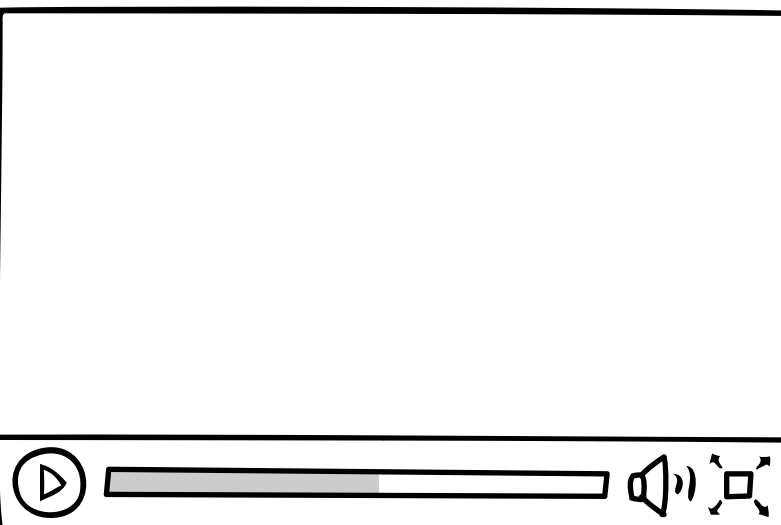
Sort ...

Paginate ...



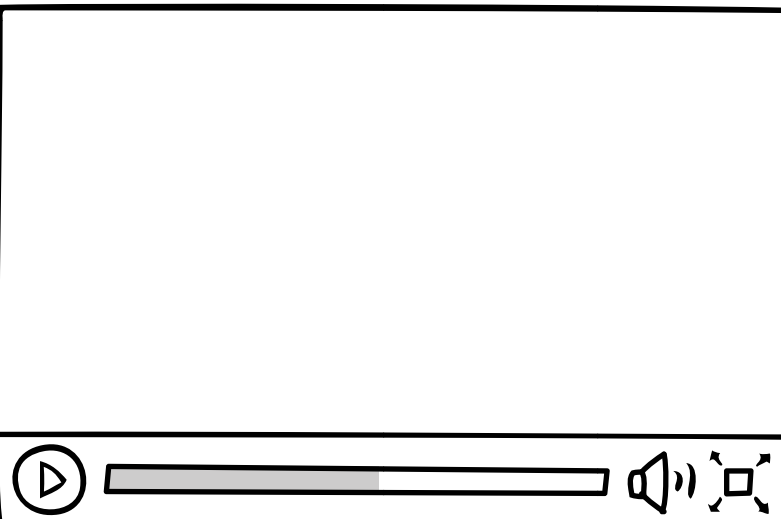
2. Drugstore

Levi's, 1994



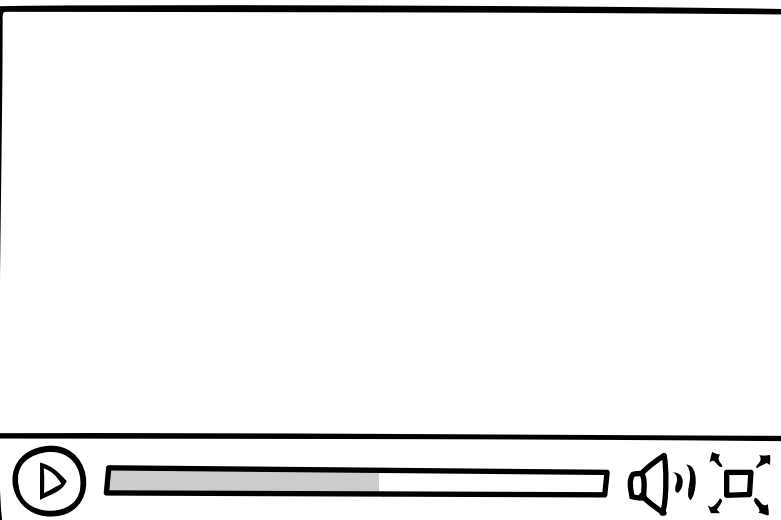
3. Pilot

Stella Artois, 2004



4. Golf

Gap, 2014



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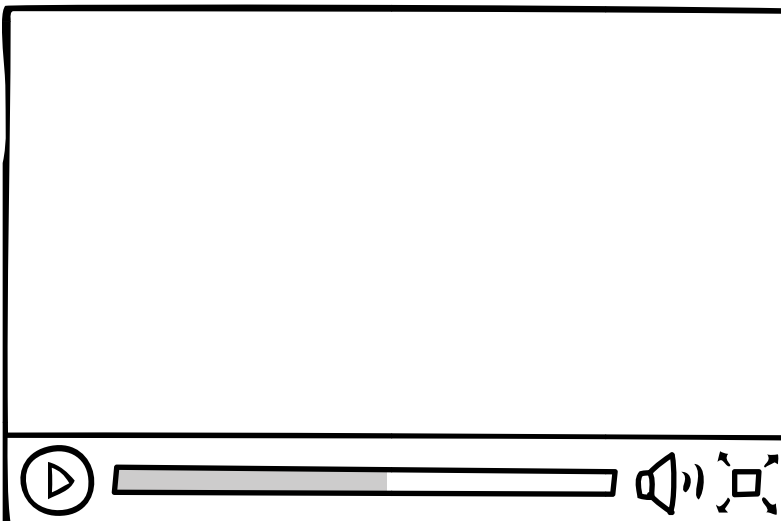
► Show precision fields

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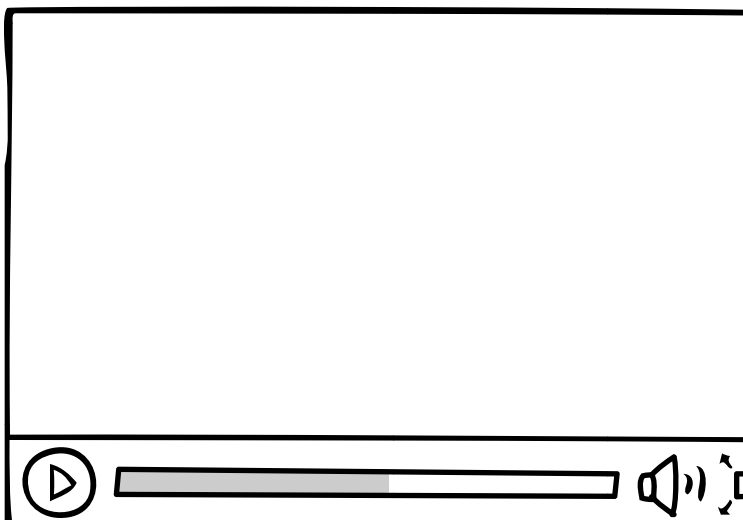
Black & White - Duplicate (4)



1. Surfer
Guinness, 1999

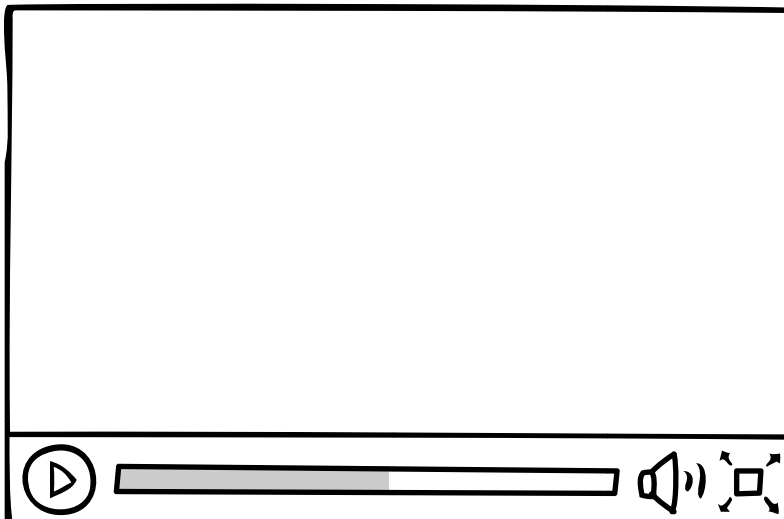


2. Drugstore
Levi's, 1994

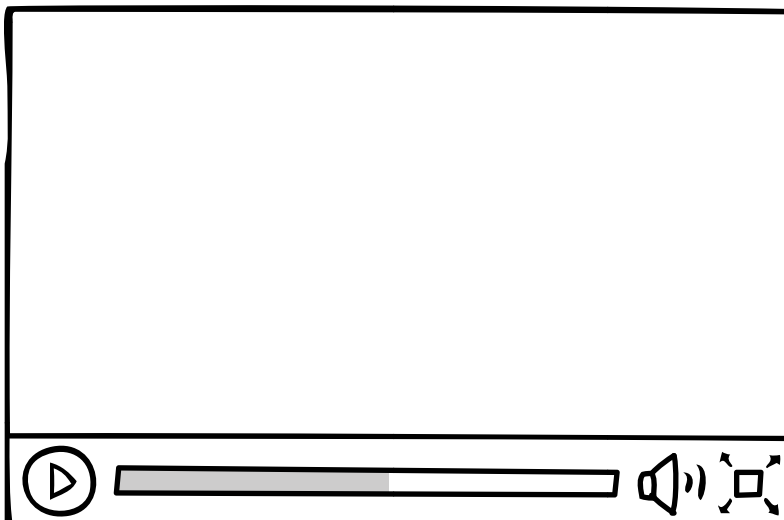


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 - Move to start
 - Move to prev
 - Move to next
 - Move to end
 - Move to ...
 - Examine ...
 - Save
 - Add to ...
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- ### 3. Pilot
- Stella Artois, 2004



4.  Gap, 2014



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Black & White - Duplicate (4)

Delete ...

Play all ...

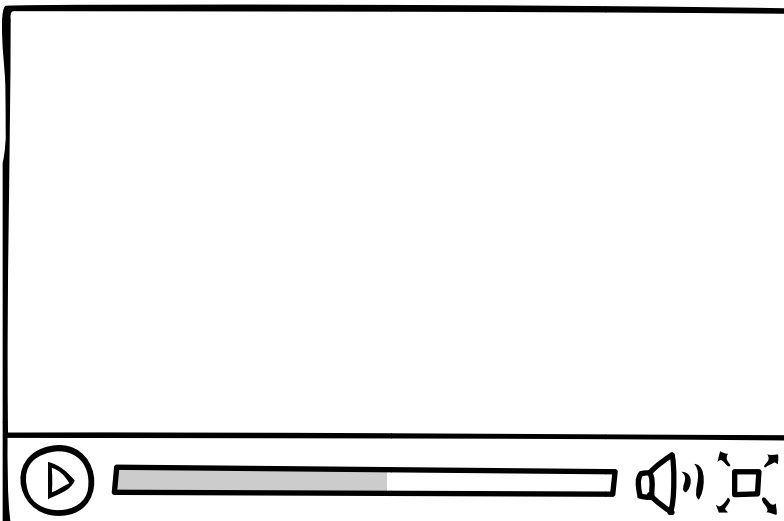
Copy link

Edit info ...

Show details ...

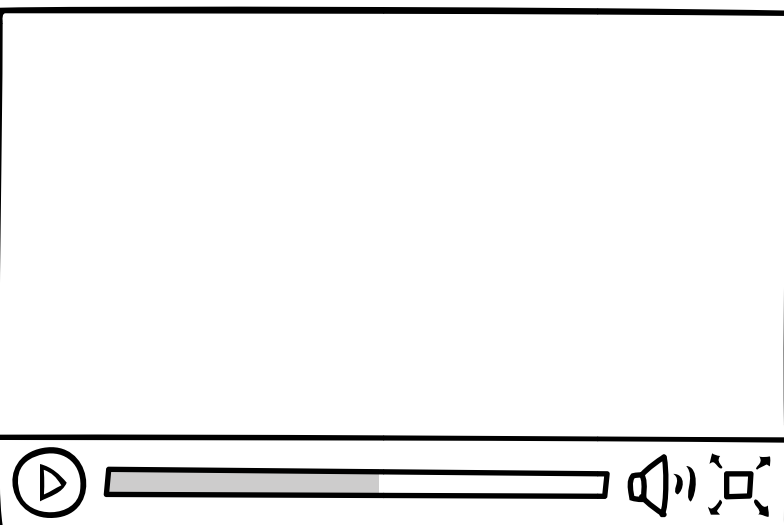
Sort ...

Paginate ...



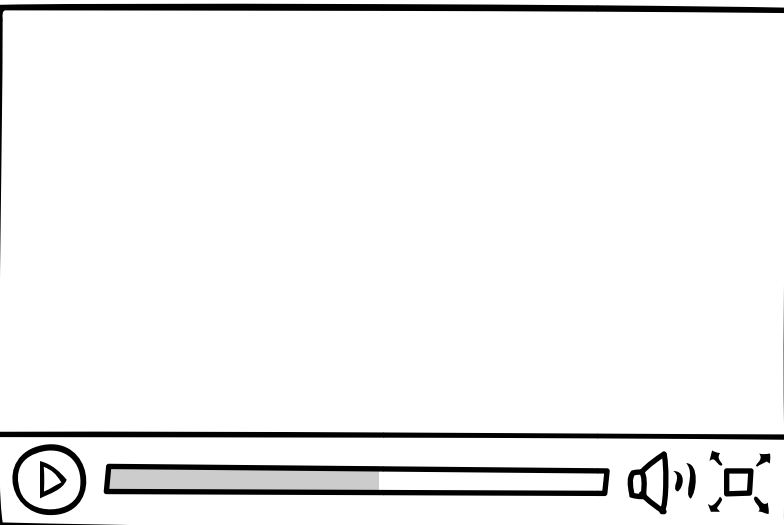
2. Surfer

Guinness, 1999



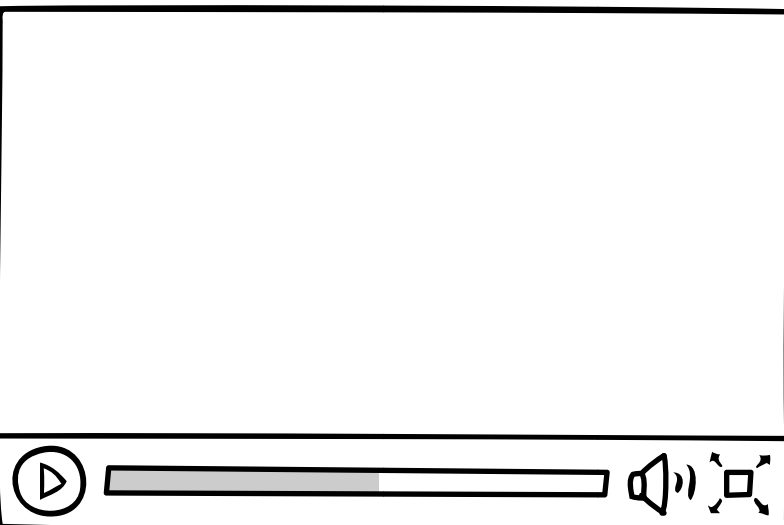
3. Pilot

Stella Artois, 2004



4. Golf

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Black & White - Duplicate

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Description

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Title Black & White - Duplicate

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Description

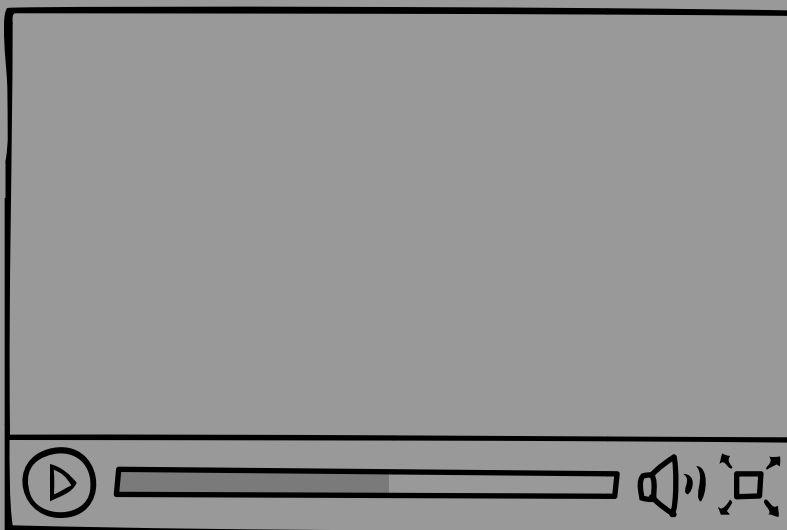
0/300

Clear

Save

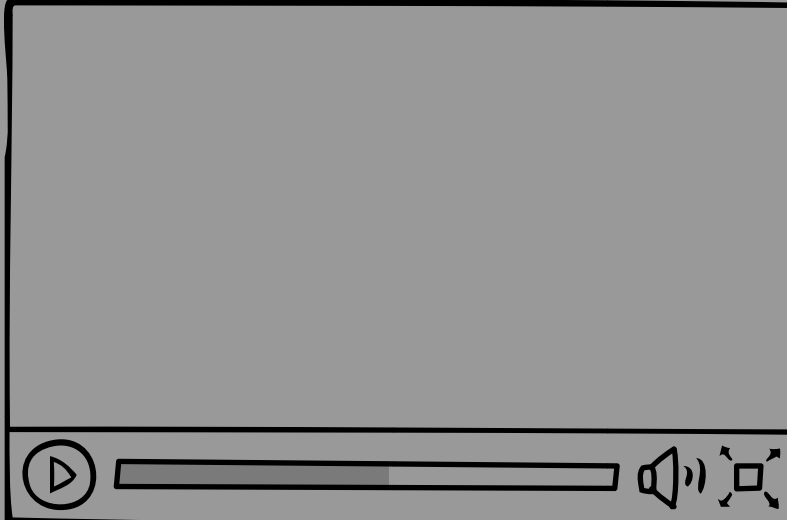
2. Surfer

Guinness, 1999



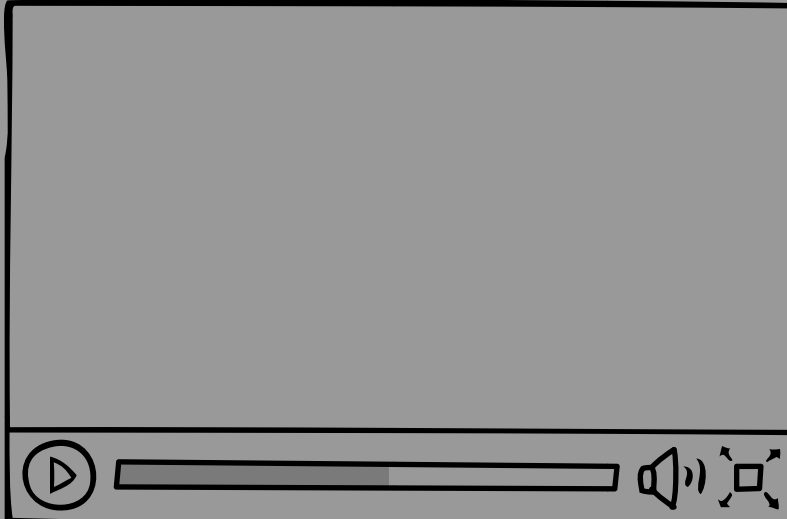
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Edit collection info

Title

Black & White - Duplicate

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Description

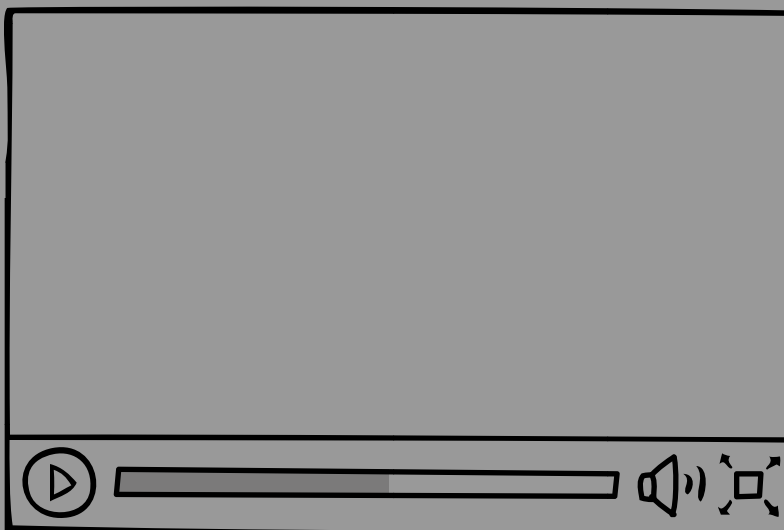
0/300

Clear

Save

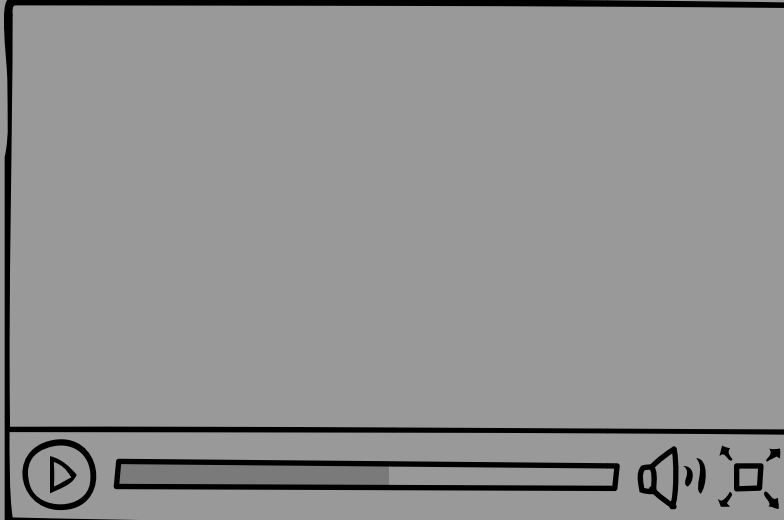
2. Surfer

Guinness, 1999



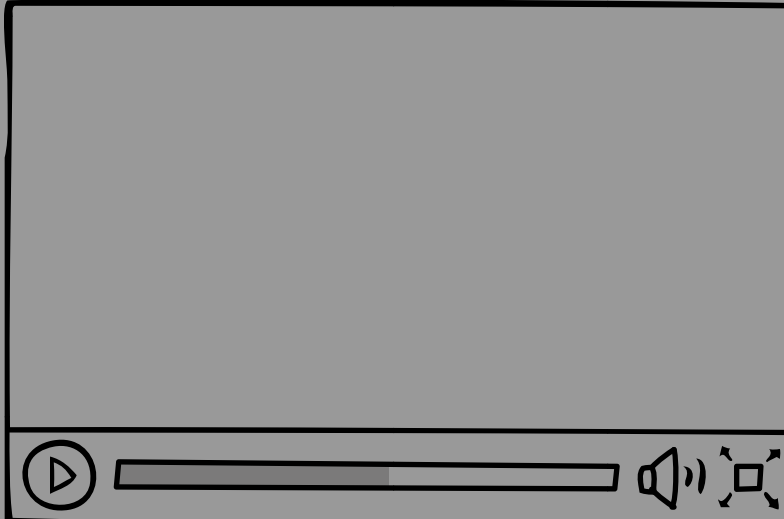
3. Pilot

Stella Artois, 2004



4. Golf

Gap, 2014



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Drugstore

Levi's, 1994

2.

Surfer

Guinness, 1999

3.

Pilot

Stella Artois, 2004

4.

Golf

Gap, 2014

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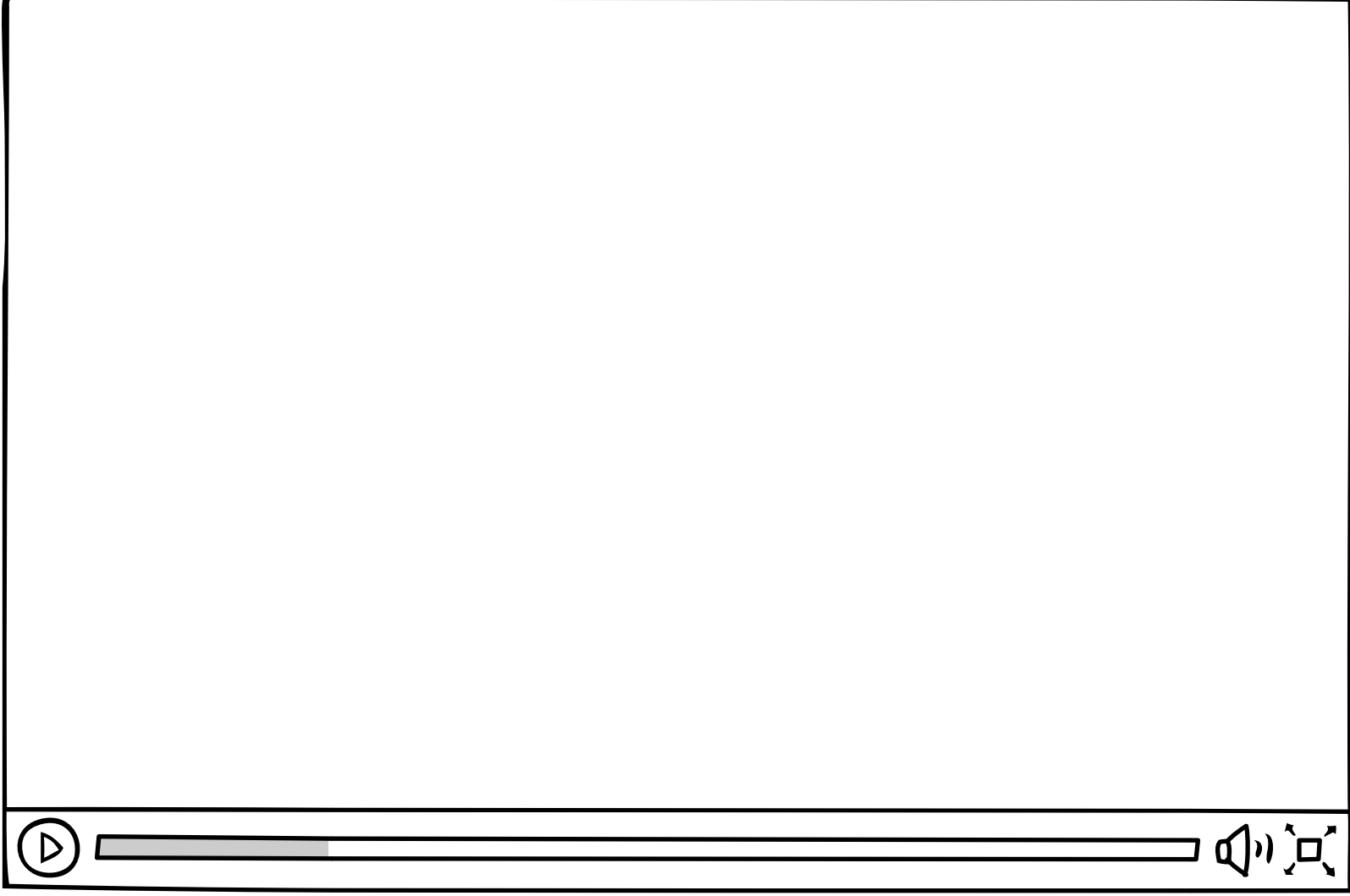
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Golf (Gap, 2014)

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Summary

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Brand [Gap](#)
Year [2014 / Q3](#)
Campaign [Dress Normal](#)
Agency [Wieden+Kennedy](#)
Country [United States](#)

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Specifications & Descriptors

Date [2014 / 09 / 28](#)
Run time [30 seconds](#)
Aspect ratio [2.20 : 1](#)
Acquisition [Digital](#)
Camera [Red Epic-M Monochrome](#)
Locations [United States / California](#) / [City of Industry](#)
Industry [Fashion & Apparel](#) / [Casual Fashion](#)
Look [Black and white](#)
Feel [Ambiguous](#)

Creative

Copy Let your actions speak louder than your words.
Tagline [Dress Normal.](#)
Music [The Newday - "Wait a Minute"](#)
Concept Academy Award-nominated director David Fincher of Reset adds an edge to simplicity in 'Golf' for Gap, part of the brand's 'Dress Normal' campaign for Fall 2014 by Wieden+Kennedy.

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The Mill, "Gap Golf" The Mill, <http://archive.themill.com/portfolio/689/golf>.

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2D Artist [Jamin Clutcher](#)
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Golf (Gap, 2014)

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1. Summary

Title

Golf

Brand

Gap

Year

2014 / Q3

Campaign

Dress Normal

Agency

Wieden+Kennedy

Country

United States

2. Details

Specifications & Descriptors

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2014 / 09 / 28

Run time

30 sec

Aspect ratio

2.20 : 1

Acquisition

Digital

Camera

Red Epic-M Monochrome

Locations

United States / California

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City of Industry

Industry

Fashion & Apparel

 /

Casual Fashion

Look

Black and white

Feel

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Creative

Copy

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Tagline

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Music

The Newday - "Wait a Minute"

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5. Impact

That Ad

Keywords

Search



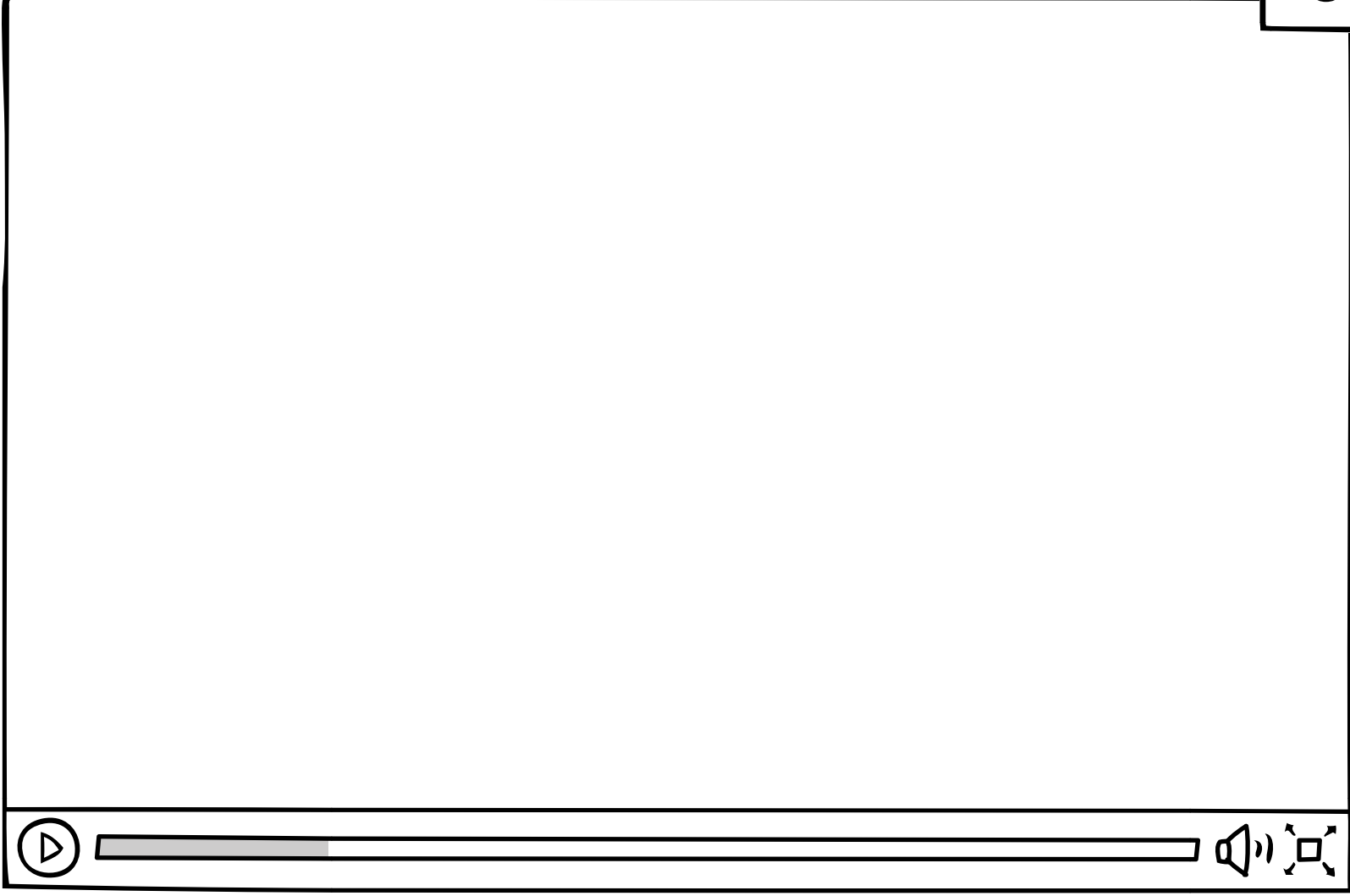
Show precision fields

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Golf (Gap, 2014)

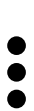
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Summary

Title [Golf](#)
Brand [Gap](#)
Year [2014 / Q3](#)
Campaign [Dress Normal](#)
Agency [Wieden+Kennedy](#)
Country [United States](#)



Details

Specifications & Descriptors

Date [2014 / 09 / 28](#)
Run time [30 seconds](#)
Aspect ratio [2.20 : 1](#)
Acquisition [Digital](#)
Camera [Red Epic-M Monochrome](#)
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Impact

That Ad

Keywords

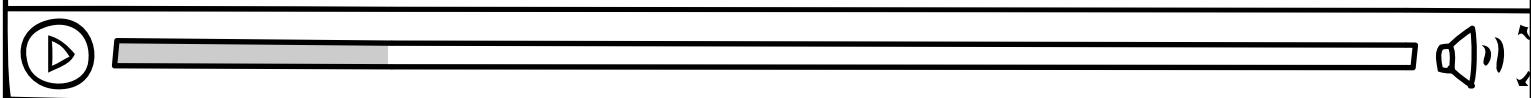
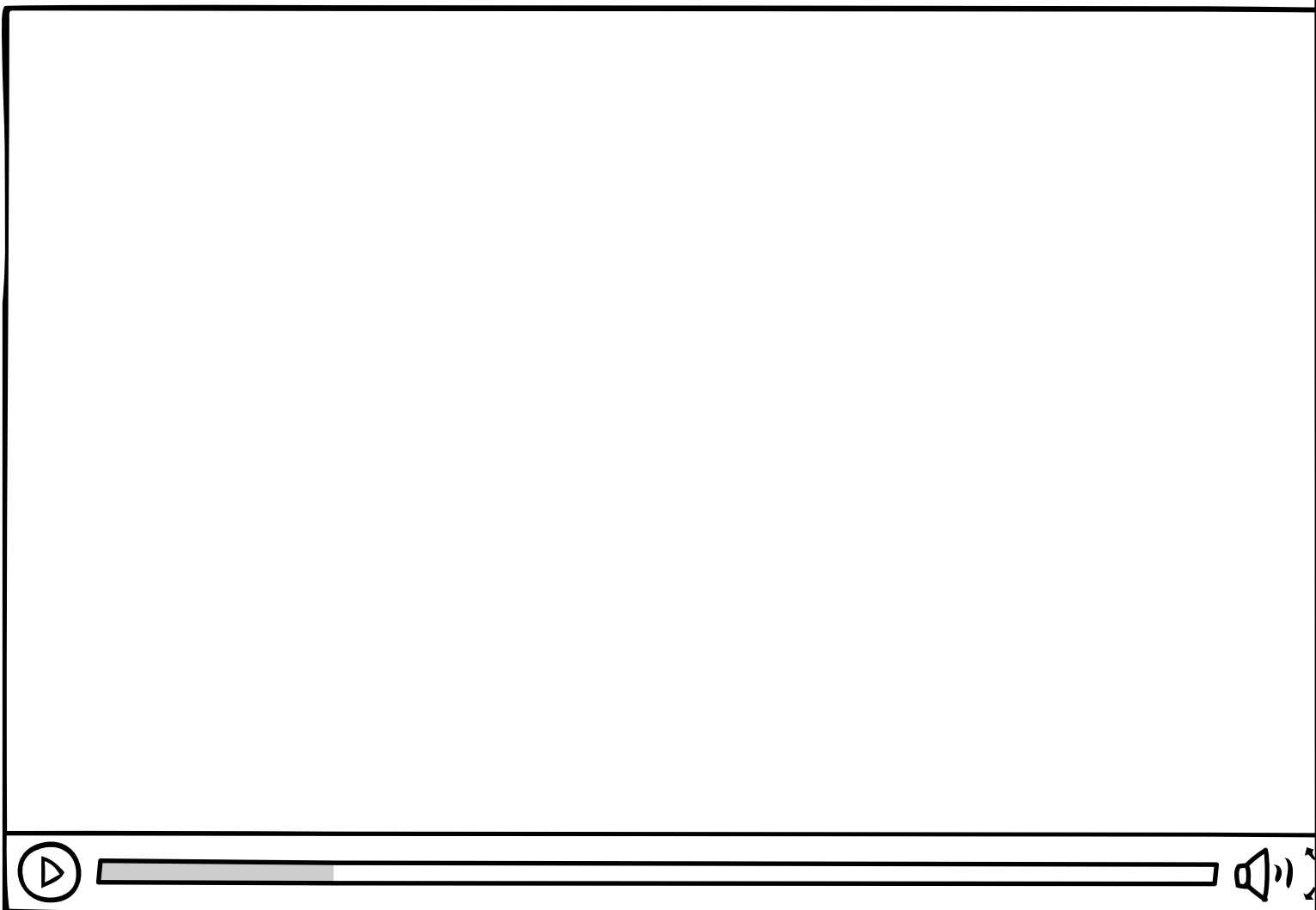
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Summary

Title	Golf
Brand	Gap
Year	2014 / Q3
Campaign	Dress Normal
Agency	Wieden+Kennedy
Country	United States

Details

Specifications & Descriptors

Date	2014 / 09 / 28
Run time	30 seconds
Aspect ratio	2.20 : 1
Acquisition	Digital
Camera	Red Epic-M Monochrome
Locations	United States / California / City of Industry
Industry	Fashion & Apparel / Casual Fashion
Look	Black and white
Feel	Ambiguous

Creative

Copy	Let your actions speak louder than your words.
Tagline	Dress Normal.
Music	The Newday - "Wait a Minute"
Concept	Academy Award-nominated director David Fincher of Reset adds an edge to simplicity in 'Golf' for Gap, part of the brand's 'Dress Normal' campaign for Fall 2014 by Wieden+Kennedy. Shot in beautiful black and white, the campaign features poised, confident females whose clothes compliment their personalities - not the other way round. The Mill. "Gap Golf" The Mill, http://archive.themill.com/portfolio/689/golf .

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Executive Creative Director	Susan Hoffman
Executive Creative Director	David Kolbusz
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Head of Content Producer	Nick Setounski
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Producer	Lisa Delonay

Production

Production Company	Reset
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Managing Director	Dave Morrison
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VFX & Design Company	The Mill
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Golf (Gap, 2014)

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[Fashion & Apparel](#) / [Casual Fashion](#)

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Feel

[Ambiguous](#)

Creative

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 Let your actions speak louder than your words.

Tagline

[Dress Normal.](#)

Music

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Golf (Gap, 2014)

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Golf

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Campaign

Dress Normal

Agency

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Country

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Article

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The four ads, which roll out next week, complement a print campaign the retailer launched in mid-August themed "Dress Normal" that features Anjelica Huston, Elisabeth Moss and The Wire's Michael K. Williams, among others.

Seth Farbman, Gap's global CMO, told Mashable that the tagline was meant to be a "gentle provocation, in a way" and are designed to connected with Millennials who are "pushing back on some of the chaos" in their lives, some of which is driven by technology. "In the fashion world, there's a trend and a conversation around this idea that's called normcore," he said. "I'm sort of edified in a way to see that there's a fashion trend that is more extreme but recognizes this same truth. We're not normcore, but we're seeing this same truth."

The Fincher ads were created with that positioning in mind. However, they aren't anthemic. Instead, they're a bit cryptic and generate an atmosphere rather than tell a complete story. As Farbman puts it, they sort of jump into the middle of the story, skipping the beginning and leaving out the end:

Wasserman, Todd. "David Fincher's Gap Ads Are Black and White and Enigmatic All Over." Mashable, 28 Aug. 2014, <https://mashable.com/archive/david-finchers-gap-ads>.

Quote "It's very free form. The woman is dancing to her own drummer and obviously wants to get some attention from the guy, but he's trying not to look," says Farbman. This ad was shot overnight at City of Industry in Los Angeles. The actor taking the swings was actually a good golfer, Farbman says. "This guy was hitting 300 yards straight and nailing it every time," says Farbman. "We made sure we got a long shot."

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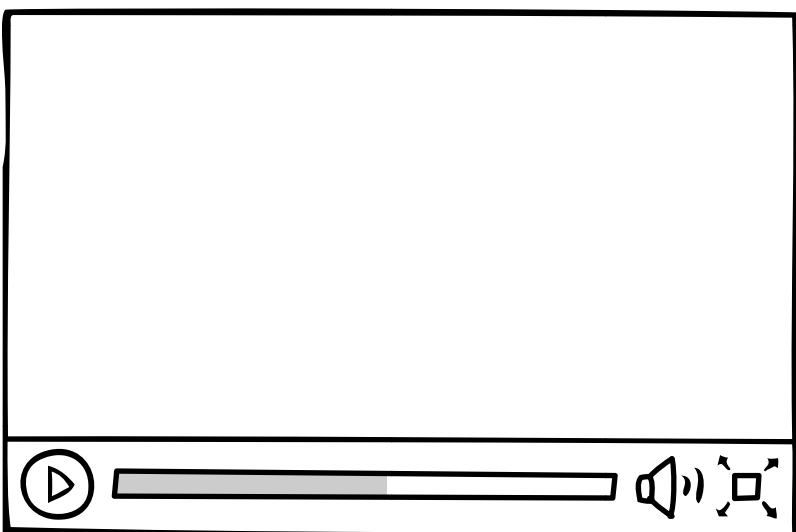
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Golf (Gap, 2014)



1. Summary

Title	Golf
Brand	Gap
Year	2014 / Q3
Campaign	Dress Normal
Agency	Wieden+Kennedy
Country	United States



2. Details & Descriptors

Date	2014 / 09 / 28
Run time	30 sec
Aspect ratio	2.20 : 1
Acquisition	Digital
Camera	Red Epic-M Monochrome
Locations	United States / California / City of Industry
Industry	Fashion & Apparel / Casual Fashion
Look	Black and white
Feel	Ambiguous

3. Creative

Copy	Let your actions speak louder than your words.
Tagline	Dress Normal.
Music	The Newday - "Wait a Minute"
Concept	Academy Award-nominated director David Fincher of Reset adds an edge to simplicity in 'Golf' for Gap, part of the brand's 'Dress Normal' campaign for Fall 2014 by Wieden+Kennedy. Shot in beautiful black and white, the campaign features poised, confident females whose clothes compliment their personalities - not the other way round. The Mill. "Gap Golf." The Mill, http://archive.themill.com/portfolio/689/golf .

4. Credits

Agency	
Offices	Wieden+Kennedy New York
Executive Creative Director	Susan Hoffman
Executive Creative Director	David Kolbusz
Creative Director	Susan Hoffman
Creative Director	Stuart Jennings
Copywriter	Sheena Brady
Art Director	Kim Haxton
Head of Content Producer	Nick Setounski
Executive Producer	Alison Hill
Producer	Lisa Delonay
Production	
Production Company	Reset
Director	David Fincher
Managing Director	Dave Morrison
Executive Producer	Jeff McDougall
Producer	Laura Miller
Cast & Crew	
Dancing Woman	Charlbi Dean Kriek
Golfer	Chris Pinkalla
Visual Effects & Design	
VFX & Design Company	The Mill
Senior Executive Producer	Sue Troyan
Producer	Dan Roberts
Producer	Clairellen Wallin
Creative Director	Tim Davies
2D Lead Artist	Tim Davies
2D Lead Artist	James Allen
2D Artist	Robert Murdock
2D Artist	Tara Demarco
2D Artist	Timothy Crabtree
2D Artist	Jale Parsons
2D Artist	Brandon Danowski
2D Artist	Jamin Clutcher
Production Coordinator	Jillian Lynes

5. Context



Article	David Fincher, best known for his obsessive and meticulous direction of The Social Network, Zodiac and Fight Club, has helmed the latest round of ads for Gap, which are shot in black and white and strive to be enigmatic. The four ads, which roll out next week, complement a print campaign the retailer launched in mid-August themed "Dress Normal" that features Anjelica Huston, Elisabeth Moss and The Wire's Michael K. Williams, among others. Seth Farbman, Gap's global CMO, told Mashable that the tagline was meant to be a "gentle provocation, in a way" and are designed to connected with Millennials who are "pushing back on some of the chaos" in their lives, some of which is driven by technology. "In the fashion world, there's a trend and a conversation around this idea that's called normcore," he said. "I'm sort of edified in a way to see that there's a fashion trend that is more extreme but recognizes this same truth. We're not normcore, but we're seeing this same truth." The Fincher ads were created with that positioning in mind. However, they aren't anthemic. Instead, they're a bit cryptic and generate an atmosphere rather than tell a complete story. As Farbman puts it, they sort of jump into the middle of the story, skipping the beginning and leaving out the end: Wasserman, Todd. "David Fincher's Gap Ads Are Black and White and Enigmatic All Over." Mashable, 28 Aug. 2014, https://mashable.com/archive/david-finchers-gap-ads .
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