

## AD SAYS, FOR LOVE, SUBARU TAKES YOU OFF THE BEATEN TRACK



Ads from Subaru, the car company always tend to be sentimental and full of love and bonding, be it between a father and daughter or a husband and wife. Love is their most powerful emotion and it shows in every one of their commercials. The car, by extension becomes a part of the family and the company admits that 'I love my Subaru' is the most often heard phrase, when they ask Subaru owners about their experience with the car. In their two new commercials, a cute little girl takes an unplanned adventure to catch a rainbow and a wife trails her mischievous hot-air balloon pilot, as he soars in the air, wherever the wind happens to take him. In the first commercial, titled "Rendezvous", a woman is driving a reddish maroon Subaru Outback, following her husband who is in a hot air balloon that is preparing to land. She looks up at the soaring balloon and asks, "Do you have any idea where you're going?" "Wherever the wind takes me," he retorts. "I think I can see your mother's house from here," he sarcastically remarks. "That's very funny," she replies. "Now, there's a cattle yard, take a right," he warns her. Having to take muddy roads and be off the beaten track, she says, "This is so off course." The balloon lands safely, and the conversation concludes, "Next time signal your turn." Nature can surprise you sometimes, he says and she looks over her shoulder and says, "Next time you drive." That's why we got a Subaru. Love wherever the road takes you. "Rendezvous" the ad shows that neither the wind, nor the bumpy roads are any match for their Subaru Outback. Nothing can stop it and it will take you wherever you want to go. In the second ad, titled "Looking for Gold," a man is driving his cute little blonde haired daughter in a red Subaru Legacy. It's raining and they are searching for a rainbow the child had earlier seen. She points out the place, where the rainbow is, but not seeing it there presume that it is lost forever. She is dejected. Her father assures her that together they'll find it. He turns down a muddy road and races towards a clearing in the forested area. There it was, hanging from the sky in the distant horizon. The two run towards and view it with pleasure – his daughter's despondency turning to delight. What makes the ad even more emotional and touches a personal chord is that the two who chase down the elusive rainbow are a real-life father and daughter. This marks the fifth year of collaboration between Subaru of America and Carmichael Lynch who together have produced outstanding ads that have shared poignant stories, demonstrating the resourcefulness, resilience and the premier safety of Subaru vehicles. The ad agency says that there are 6 more ads to follow in the same genre. Given their past track record, those ads will be well worth the wait.

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