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BestSpots

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Best Spots of July: Introduction

You know it's going to be an interesting month when, for all the wrong reasons, you can't stop staring at the screen, jaw agape at the sight of a woman shoving her entire fist into her mouth in an astounding fast-food show-and-tell for a Carl's Jr. oversized burger. Needless to say, although memorable, that spot-and others in the gag-inducing series, one of which shows a man filling his mouth with billiard balls-failed to make the cut. The worst of the month were brand-sponsored stupid human tricks or, more common, overacted, overwritten dramas and nonsensical stylistic or comedy bits; the best were memorable for all the right reasons. They kept you watching and communicated clearly without making you nauseous. Adidas introduced two "Impossible is nothing" spots with wildly different tones, both equally impressive. In one, Timberwolves star Kevin Garnett does his best Atlas impression, effortlessly carrying a city on his shoulders to the strains of Etta James. In another, a boy collects plastic bags so he can craft a makeshift soccer ball. This spot hooks you from the first shot, and the payoff is moving without being overbearing or pretentious. Nice. Nike offered an entertaining tennis tale featuring a handsome teacher and a gaggle of giggly girls. To impress him, the girls play like Serena Williams-and that's how the teacher sees them. A few first-time efforts produced worthy laughs. TBWA\Chiat\Day's first Skittles ads included a spot about a man in a bird's nest, clucking to be fed. After a condor drops candy in his mouth, the balding, mustached man waves in gratitude, "Thank you. Thank you very much." And BBDO served up a silly bar sing-along for Aquafina. Thank you. Thank you very much. -Eleftheria Parpis

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