# Old Navy and Lynx lead this week’s innovative ad campaigns blending nostalgia with bold creativity



This week’s standout advertising campaigns showcase a bold blend of nostalgia, innovation, and emotional storytelling, pushing traditional boundaries to create memorable brand moments. From Old Navy's vibrant celebration of retro aesthetics to Lynx's cheeky engagement through scratch-and-sniff billboards, brands are finding inventive ways to connect with their audiences, blending marketing strategy with entertainment.

Old Navy's latest campaign, titled "New Moves," features a nostalgic revival of 1980s culture, prominently showcasing celebrities like Lindsay Lohan and Charo. The activewear push isn’t merely a gimmick; it signals a serious commitment to growing within the competitive activewear market, where Old Navy has seen nine consecutive quarters of market share growth, now ranking fifth in the US. The campaign cleverly juxtaposes energetic visuals with themes of inclusivity, channelling the essence of a bygone era while appealing to modern sensibilities.

Lynx has taken product demonstrations to the next level with its inventive scratch-and-sniff billboards, allowing consumers to engage with the brand in a unique and interactive way. Crafted in the style of classic underwear advertisements, these billboards feature chiseled abs and tight boxer briefs, infused with scented ink that invites passersby to experience the aroma directly. As Tomás Ostiglia, executive creative director at Lola MullenLowe, emphasized, the brand is evolving to meet the expectations of a new audience that values humour and authenticity.

In a different creative direction, Kinder Chocolate's "Simply Wonderful" campaign enlists children as the narrators of its storytelling, allowing their unfiltered perspectives to shine through in a charming 30-second film titled "Cowboys." This initiative, developed with Anomaly, aims to connect the brand’s messaging of simplicity and imagination with its youngest consumers. The accompanying social media series, "Wonderful Bites," further amplifies this child-focused narrative, reinforcing the fun and joy associated with the product.

Meanwhile, wearables brand Oura is redefining societal perceptions around aging with its campaign "Give Us the Finger," which embraces growing older as a positive journey rather than a flaw. This initiative includes a sharp visual narrative featuring NYC streetball artist George Papoutsis and tango legends, highlighting the kind of longevity that’s worth celebrating. It cleverly turns the ring’s signature placement on the index finger into a symbol of self-awareness and resilience.

Virgin Atlantic, continuing its "See the World Differently" ethos, has launched a captivating global montage that celebrates shared human experiences through travel. Featuring everyday moments of kindness among strangers, the ad is woven together with archival audio from Maya Angelou, imbuing it with warmth and nostalgia. With an impressive 96% Brand Fluency score, the campaign scores high not just in brand recognition but also in emotional connection with viewers.

Lenovo's "Always Get Back Up" campaign strikes a different chord, focusing on the resilience inherent in gaming culture. By spotlighting perseverance and the lessons learned from failure rather than just the glory of victory, Lenovo showcases an honest portrayal of the gaming experience. This grounded narrative resonates deeply, particularly as gamers often face setbacks while striving for success.

In an unexpected twist, O2 has entered the fray with a fantastically absurd campaign featuring a giant talking fish that underscores a straightforward utility: free home broadband installation. This humorous approach not only sets O2 apart from its competitors but also fosters a sense of approachability and reliability, as noted by brand chief Steve Plesker, who emphasised the importance of ongoing customer support.

Overall, this week’s campaigns illustrate how brands are employing creativity, nostalgia, and innovation to engage consumers on multiple levels, creating advertising that is not just about selling a product but also about sparking joy, connection, and conversation.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.thedrum.com/news/2025/05/31/our-top-7-ads-the-week), [[2]](https://www.thedrum.com/news/2025/05/31/our-top-7-ads-the-week)
* Paragraph 2 – [[1]](https://www.thedrum.com/news/2025/05/31/our-top-7-ads-the-week), [[3]](https://www.thedrum.com/news/2025/05/31/old-navy-taps-lindsay-lohan-and-charo-for-a-retro-fueled-activewear-push)
* Paragraph 3 – [[1]](https://www.thedrum.com/news/2025/05/31/our-top-7-ads-the-week), [[5]](https://www.thedrum.com/news/2025/05/31/kinder-chocolate-puts-kids-in-charge-of-the-storytelling)
* Paragraph 4 – [[1]](https://www.thedrum.com/news/2025/05/31/our-top-7-ads-the-week), [[6]](https://www.thedrum.com/news/2025/05/31/oura-flips-the-script-on-aging-with-a-bold-brand-reset)
* Paragraph 5 – [[1]](https://www.thedrum.com/news/2025/05/31/our-top-7-ads-the-week), [[7]](https://www.thedrum.com/news/2025/05/31/virgin-atlantic-flies-high-with-a-feel-good-global-montage)
* Paragraph 6 – [[1]](https://www.thedrum.com/news/2025/05/31/our-top-7-ads-the-week),
* Paragraph 7 – [[1]](https://www.thedrum.com/news/2025/05/31/our-top-7-ads-the-week), [[6]](https://www.thedrum.com/news/2025/05/31/oura-flips-the-script-on-aging-with-a-bold-brand-reset)

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## Bibliography

1. <https://www.thedrum.com/news/2025/05/31/our-top-7-ads-the-week> - Please view link - unable to able to access data
2. <https://www.thedrum.com/news/2025/05/31/our-top-7-ads-the-week> - This article highlights seven notable advertising campaigns from the week, including Old Navy's retro-inspired activewear push featuring Lindsay Lohan and Charo, Lynx's scratch-and-sniff billboards, Kinder Chocolate's campaign with children narrating chocolate-making, Oura's brand reset on aging, Virgin Atlantic's global montage, Lenovo's gaming perseverance ad, and O2's broadband campaign with a talking fish.
3. <https://www.thedrum.com/news/2025/05/31/old-navy-taps-lindsay-lohan-and-charo-for-a-retro-fueled-activewear-push> - Old Navy's 'New Moves' campaign features Lindsay Lohan, Charo, Quen Blackwell, and Dylan Efron, blending 1980s aesthetics with modern activewear. The campaign aims to revitalise Old Navy's position in the activewear market, following nine consecutive quarters of market share growth, now holding the fifth spot in the US activewear category.
4. <https://www.thedrum.com/news/2025/05/31/lynx-goes-all-in-with-scratch-and-sniff-billboards> - Lynx's latest campaign introduces scratch-and-sniff billboards infused with scented ink, allowing passersby to experience the fragrance instantly. Styled like classic underwear ads, the billboards have launched in London and men's lifestyle magazines, aiming to engage the audience with humour and boldness.
5. <https://www.thedrum.com/news/2025/05/31/kinder-chocolate-puts-kids-in-charge-of-the-storytelling> - Kinder Chocolate's 'Simply Wonderful' campaign features children narrating the chocolate-making process, highlighting minimal ingredients and playful visuals. The campaign underscores the brand's focus on imagination and simplicity, with a 30-second spot titled 'Cowboys' and a social series 'Wonderful Bites'.
6. <https://www.thedrum.com/news/2025/05/31/oura-flips-the-script-on-aging-with-a-bold-brand-reset> - Oura's 'Give Us the Finger' campaign redefines aging as a celebration, featuring NYC streetball artist George Papoutsis and tango legends Mónica Romero and Omar Ocampo. The campaign focuses on longevity and self-awareness, turning the ring's index finger placement into a creative statement.
7. <https://www.thedrum.com/news/2025/05/31/virgin-atlantic-flies-high-with-a-feel-good-global-montage> - Virgin Atlantic's refreshed 'See the World Differently' platform showcases a vibrant montage of travelers helping each other, tied together by Maya Angelou's voiceover. The ad aims to reinforce brand recognition and has achieved a 96% Brand Fluency score with standout short-term impact.