

Ads of the Week: 7 Campaigns That Caught Our Eye, From Ocean Spray to McDonald's

With the Louvre heist dominating headlines this week, the timing was ripe for McDonald's to reveal its own caper. This one isn't a jewelry robbery, but does involve the smuggling of burgers and McNuggets into unauthorized places.

Meanwhile, brands are caught between seasons. Some are still in spooky mode, like Columbia Sportswear, which handed over its social accounts to a certain harbinger of death. Others are ready for the holidays, like Ocean Spray, which unveiled a new mischievous character, played brilliantly by Bryan Cranston, who ruins more than one festive gathering as a foil to Santa.

Keep scrolling for more creative highlights from the week.

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