

## News & Features

### Global Member News

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**Nick Lofting** of Union Editorial brought his touch to the latest offering of Goodby, Silverstein & Partners **Hyundai's "Duh"** campaign. Helmed by Happy of Smuggler, the spots showcase choral renditions of **O' Tannenbaum**, **Winter Wonderland**, and **Shchedryk** that drive home the obvious benefits of driving home in a Hyundai. Other talents included Smuggler EP Brian Carmody, and music company Musikvergnuegen.