

Pet resurrection

Scientists in South Korea have cloned the world's first dog. Suddenly the phrase "not just for Christmas" takes on an altogether more sinister meaning.



Pot Posh Noodle

Going up in the world. The erstwhile "slag of all snacks" has just starred in its very own musical at the Edinburgh Fringe. Very la di da.

Faffing around

Now accounting for a blissful 3 hours per day.



Pecha Kucha

All hail the PowerPoint rules from Tokyo. 20 slides displayed for 20 seconds each. Brevity is best, people.



Pegged jeans

À la Katie Holmes. Hot on the turned-up heels of the not exactly shocking news that skinnies only look good on 10% of the population.

Neeps and tatties

It's all about the exotically named kohlrabi these days. The weirdly-shaped root vegetable previously only beloved of Eastern Europeans is in hot demand.



Rolling Stone magazine

Less of a downer, more of a downsizer as the elder statesman of the music press goes compact from October 30th.



The Olympics

We're over London 2012 already and Beijing has only just finished. How will we get through the next 4 years?

L'Oréal

For turning the beautiful Beyonce a whiter shade of pale in its latest ad campaign.

Paul Phillips, Account Director, tells the tale of 'The Offender's New Clothes'...



Last week department store chain House of Fraser announced the introduction of its new fashion brand for younger men – *Criminal*. According to Chief Executive, John King, the new range will serve to broaden House of Fraser's appeal to "the youth market, with a more urban and street offering."

So, in their efforts to find a brand name that will both connect with and define their younger customers, House of Fraser has settled on an abject adjective, commonly used for describing something which 'brings or deserves severe rebuke or censure'. How charming.

The creative minds behind *Criminal*, however, know all too well that the negative tag will appeal to their target consumer. These are young men who often escape the drudgery of the real world into the glorified violence of *Grand Theft Auto*, where the aim is to rise through the ranks of organised crime. To these guys, being *Criminal* is no abomination: it's aspiration.

House of Fraser is not alone in this cynical engagement of our street-savvy youth. Other fashion brands teetering on the edge of street-cred include *Killah*, *Addict*, *Naked & Famous* and *Infected:UK*. While one might applaud these brands' incisive targeting, one cannot help but feel that they should exercise greater responsibility in creating a more positive environment for our younger members of society. While materialism and a consumer culture cannot be wished away, its impact on children can be restricted.

In its mini-manifesto *How to Live in the 21st Century*, the pressure group Compass observed that the average child recognizes nearly 400 brand names by the age of 10. In light of this, what kind of environment are we creating for our children, at their most formative stage, if *Criminal*, *Killah* and *Addict* are presented as badges of honour?

There was a glimmer of hope last month, when sports shoe giant Nike withdrew its *Air Stab* range from distribution following the spate of knife attacks across the country, many involving teenagers.

Nike's response, in the public interest, was admirable. However, their flagship store still proudly displays the *Nike Pocketknife* and the *Nike Vandal*. One can almost hear Dicken's Fagin uttering their celebrated slogan: *Just Do It*.

Crikey, Nike!

Ailsa Scott, Trainee Planner/Buyer wonders why advertisers have not been quicker to capitalise on mobile marketing...



Mobile advertising has been pretty slow on the uptake, leading industry pundits to question whether it will ever reach its much-vaunted potential. With 97% of the population now in possession of a mobile, how can this still be the case?

Apple (who else?) has gone some way to opening up this tricky market with the launch of its iPhone. iPhone applications, or “apps”, which are downloaded via iTunes, provide an interactive platform for the consumer and so far, creators have concentrated purely on entertainment and usefulness to capture their audiences and gain high download rates. The question is - why have advertisers not capitalised on this?

Currently, there are very few companies actively branding applications on the iPhone. These include Google Maps, Facebook and the Carling iPint. Carling's app, uses the phone's 'accelerometer' technology to allow the user to drink a virtual pint of Carling on their iPhone, from a branded glass, by tilting the phone. The popularity of this simple concept is easily seen as the iPint is currently the most downloaded free application in the world. Unbranded variations on the theme include iMilk, iWater and even iPopcorn!

Other companies have yet to follow suit, but the potential is there for all to see. For example, apps such as iFlashlight - a useful app which is essentially just a blank white screen - could be branded by a torch manufacturer such as MagLite. There is also scope for DIY retailers to create a branded virtual spirit level. iPopcorn, meanwhile, is begging for association with the likes of Odeon. The cinema chain could use the iPhone's multi-communication capability to link users straight to their nearest Odeon cinema, complete with directions courtesy of Google maps and the inbuilt GPS system as well as the latest film reviews and showing times. A voucher or film trailer could also be downloaded or sent via SMS, e-mail or Bluetooth. In short, the possibilities are endless!

In summary, iPhone offers the ability to effectively link advertising to the bottom line whilst maintaining the quirky, cool elements which drive the viral - compelling people to show it off, pass it on or recommend it to friends. All we can say is, watch this space. It won't be unbranded for long.

Four ways to spend your time or money this month:

• **I am King.** A modestly-monikered fragrance from P Diddy. He 'explains': "We are all descendants of royalty – and if we carry ourselves and respect ourselves in that manner and believe in ourselves, then we are all kings." Aye, whatever you say, Diddy. Available to the hoi polloi for a less than princely sum at selected fragrance retailers.



• **Stickerbomb graffiti stickers.** Take the hassle out of graffiti with this handy sticker book, designed by some of the world's top 'graffers', as they're known in the biz, including: Orkibal, Dibo and Volt. Please note that their names have **not** been changed to protect their identity; that's really what they're called!. Available to buy from shops with no names in East London.



• **Guyliner and manscara.** Why should girls, drag queens and Russell Brand have all the fun? Superdrug has spotted a gap in the market for man make-up. Bat those lashes, boys. The 'Taxi Man' range is available now from selected Superdrug stores nationwide.



• **Make like Donatella Versace and have your fag packets re-branded** at the Versace atelier in Milan. The muppet-faced one has the offending cancerous images removed and replaced with her own initials in Gothic script. Smokin'!

