

Ironic Purchasing

Sharp-witted reviews have driven this lupine T-shirt to #1 in Amazon's bestselling clothing list



Label down, Standing up



Tango accepts a dare by social networking site Bragster.com to turn its label upside down, and earns its second consecutive Measure mention

Top Goose

In a move that Maverick and its namesake would have been proud of, this grey goose appears to have mastered inverted flight



Fashion Politics

Levi's puts its, er, mannequins where its mouth is and dresses US store windows with pro same-sex marriage white ribbons



Does the Queen... wii?

Nintendo answers the age-old question by providing the Queen with her own gold-plated console



Wi-Fly

47% of American Airlines' business travellers say wi-fi is more important than food. Surely even *businessman* cannot live by web access alone?



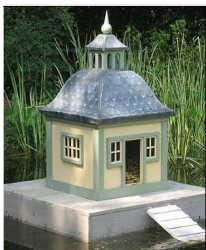
Facebook Fail

A couple flees with \$6m following a banking error, only to be located via a sloppy Facebook status update



That Floating Duck House

MP Peter Viggers' ducks took the moral high (and solid) ground by rejecting their £1,600 tax-funded lodgings



Account Manager Danni Stocks enjoys a taste of pop (culture)...



The last time I wrote for the Measure, my subject of choice was the emergence of old classic ads on the box (Milky Bar anyone?). While this has gained further momentum recently with the likes of Persil jumping on the bandwagon, the new trend de jour amongst advertisers is bang up to date.

With more than a little of our favourite TV shows creeping into adverts at the moment, it seems that popular culture is the latest weapon in an advertiser's armoury, bringing a smile to our faces and a few pounds to their pockets.

Take Irn Bru for example. The latest ad is a parody of the hugely popular and successful High School Musical franchise, with kids in a Scottish high school singing and dancing their way into our consciousness. Ginger and fizzy it may be, whether it is phenomenal has been the subject of much debate. But love it or hate it, you can't deny that the somewhat cheesy ad has captured the public's imagination. It is being talked about everywhere you look - on Facebook, over email and in the pub.

Another brand tapping into popular culture is Pot Noodle. Having already spoofed High School Musical, the latest advertising inspiration for the student food staple is the New Zealand comedy show Flight of the Conchords. Again, the ad has enjoyed considerable attention, ranking number 8 in Marketing magazine's weekly analysis of the ads which are generating the highest recall amongst consumers.

With this approach, Irn Bru and Pot Noodle are able to take advantage of the ready-made relationship consumers have with their favourite in entertainment - a quick win solution to communicate the values of the brand and show the consumer how relevant they are.

These adverts also provide a good dose of feel-good factor. They take our minds off the recession, MPs' expenses and whatever else gets our goat and make us that bit happier, if only for 30 seconds. For this reason alone, they get my vote. Phenomenal indeed.

Search Planner/Buyer Judith Evans gets her geek on and gives new search engine 'Walpha' a go...



Wolfram Alpha launched earlier this month after much hype and anticipation. Those familiar with Twitter may be aware it made the Top 5 Tweets in the week prior to its launch. It has already been affectionately nicknamed 'Walpha', by Search geeks at least!

Stephen Wolfram, the brainchild behind this new search engine, set out to create a comprehensive 'computational knowledge engine'. For the techy amongst us, consider it a 'fact search engine' or an 'answer search engine'.

During a demonstration at Harvard University's Berkman Center for Internet and Society, Dr Wolfram said: "Our goal is to make expert knowledge accessible to anyone, anywhere, anytime." Dr Wolfram played down any notions that the technology would eliminate Google. Rather, it should present a new method for people to obtain specific statistical information from the web.

'Walpha' aims to provide the answer to any question by searching public and private online databases and returning only *factual* data. As a result however, many search queries return no results, or the results just seem odd. For example, Santa is apparently on a planet called Haumea and God is somewhere in Hungary!

Although it is a new approach to Search, 'Walpha' will not rival everyday 'consumer' search engines.

Imagine asking Wolfram Alpha, "What is the best curry restaurant in Edinburgh?" and being given no options, just a single result. From a user experience perspective, choice has been taken from the equation and so it is a poor engine for comparing products and services. On the other hand, if it's facts that you're after, Wolfram Alpha will be the answer...literally.

So, Wolfram Alpha: great for students, researchers, scientists and geeks. Google: great for marketers and consumers.

While it looks like Google will continue to dominate the search market, 'Walpha' should also keep an eye on Google Squared, a new tool set to directly rival its unique functions.

Why not try entering your date of birth into www.wolframalpha.com?

Five ways to spend your time or money this month:

Ferris Bueller's Ferrari House Cameron's house from the cult movie is up for sale minus the Ferrari and with all windows repaired. Surely a snip at \$2.3m. Anyone? Anyone?



Horror story loo roll From the writer of "The Ring". Let's just hope it doesn't have you on the edge of your seat...



www.textsfromlastnight.com A poignant reminder to leave texting to the daylight hours; "Well, it's 5:30am and you haven't let me in, I guess I'll go home."



www.awkwardfamilyphotos.com Does exactly what it says on the tin!

The disposable memory project Buy a disposable camera, register it online and set it free for others to use and pass on. Snaps from successfully returned cameras are posted on the site. With cameras currently travelling from Cornwall to California, with one camera even making its way up Mount Everest, just prepare to be envious of its adventures!

