



Monster Crime Spree

Monster of Muppet fame has been seen speeding along German Autobahns. Police are yet to find his unknown British accomplice.



Get your Goat

Smoked salmon, foie gras, all old hat! New York carnivore's meat de jour is now the humble goat. Leaner than chicken and beef, soon to be seen gracing a-list plates in a Heat magazine near you.



Flower Power

Forget faddy diets, floral fragrances are the future. Studies show that floral scents make men believe women to be nearly a stone lighter than they actually are. Although women are immune so don't go ditching the gym for the Lynx yet boys!!



Lacking Inspiration!?

Struggling to have an Archimedes eureka moment during your morning shower? don't worry! Science has proven that 10.04pm is the time inspiration is most likely to strike.

Ringo Signs off!

If you see Ringo Starr in the street, put away the autograph book; this particular Beatle has hung up his biro.



Postman Pat, Life imitates Art?

As rural post offices around the country close their doors, you may have thought one man would be safe. But no, even Pat has been relocated to a centralised sorting office. The move that has been branded by a former post mistress "a slap in the face to rural post offices". Who knew they were so proud?



Ilana Goren, Digital Account Manager reveals the latest evolution in mobile advertising

In their obvious quest for world domination Google's always bringing out shiny new toys that completely change the way we behave as consumers. Think Google Search, Google Mail, Google Maps...

Well this autumn's been no exception with the recent announcement of the forthcoming Android project. Yes it's slightly disturbing that the dictionary definition of Android is essentially robot-built-to-resemble-a-human-form. Let's not dwell on that fact though, because the idea sounds pretty sweet either way.

So what is it? Well, it's a mobile handset operating system of course. Similar to the way Windows or Linux works on a PC, Android will work across a variety of advanced mobile handsets. Essentially a super group of developers have created what promises to be a more efficient environment for useful mobile tools - such as interactive map functionality.

So Android will likely provide an improved user experience. But the real question we're all dying to answer is what does this mean for advertisers?

Short answer: we don't really know yet.

Whether Android users, like iPhone owners, will use mobile internet more than typical users is still anyone's guess.

However, newer means of reaching consumers could evolve. More innovative advertisers may be able to introduce Android-compatible applications for download. Again, this is similar to the type of add-ons advertisers like Audi and Chanel have developed for the iPhone.

Though iPhone has so far failed to revolutionise the mobile advertising landscape, opportunities to influence and engage a target audience with useful content tools could well be the way of the future. Could Android finally replace the standard banner advertising currently proffered by mobile sites the world over? Looks like we may just have to wait and see how creative brands can get!

Account Manager Kirsty Stewart questions the logic of the rebrand of the restaurant formerly known as Pizza Hut....

When I think of rebranding, it's usually the disasters that first spring to mind.

The tales of those companies that, even though well-established, re-position their brands and undertake strategies that are so alien to their consumers that they fail and are costly to rectify. Possibly the best known case of this would be 'New Coke' when even the mighty Coca Cola couldn't weather the backlash that its consumers gave it for changing their beloved product. It was only a matter of weeks before 'Classic Coke' reappeared on the shelves.

There are success stories however, I don't think anyone still refers to T Mobile as One to One and did anyone even notice that Diet Fanta was rebranded to Fanta Light? It seems the more well established a brand is with consumers, the more difficult it is to reposition. Marketeers agree that key to any rebranding must have a clear strategy, ensuring that consumers are listened to and that existing brand equities are not lost.

This is something that I feel the latest company to jump on the rebranding band wagon should keep in mind. Pizza Hut this month announced that they will now be known as Pasta Hut. This change in strategy is a bid to reposition the brand as being more upmarket and to distance itself from its current unhealthy image, on a temporary basis while they monitor consumer response.

While they are obviously keen to see how customers react, it could be argued that they should have done all of their research prior to the change. This could be a costly error that results in them going the way of so many other brands and alienating their core consumer base.

While rebranding can give companies a fresh new edge or allow them to reposition themselves to meet changing market needs and attract new consumers, they must take care not to lose sight of what existing customers value in the brand.

It will be interesting to see whether the Pasta Hut brand is still around in a year's time or if it's gone the way of the BA tail fin.

Five ways to spend your time or money this month:

Happy Birthday Converse!!

Turns out Ozzie was wrong, Fairies wear hi tops not boots!! To celebrate their century converse have released limited edition line of Black Sabbath and Doors sneakers. Checkout www.bagginsshoes.com



RC Hydro Boat Plane

Is it a boat? Is it a plane? No its both. The RC Hydro Boat Plane, a must this Christmas for the men or boys in your life. www.rchobby.co.uk



Explore the final terrestrial frontier

No longer the preserve of Jacques Cousteau, Google has brought subaqueous exploration to the masses. With a new layer of Google earth giving you the ability to tour the world's marine landscapes.

www.earth.google.com/outreach



Zip Holder

We've all walked down the street enjoying what we thought were admiring glances, only to discover your flying low. Banish this problem forever with the ingenious zip holder!! www.nuiwater.com/



You can have class, you can be a Contender

Excessively competitive? Need a new challenge, take it to an international level and join [ibeatyou.com](http://www.ibeatyou.com) and throw down the digital gauntlet to all comers!! <http://www.ibeatyou.com/>

