



Fakeaways

As the credit crunch continues to piss all over our chips, Sainsbury's reports record sales of Indian and ingredients such as: curry pastes, coconut milk and naan bread.



Food swapping

The grown-up version of school lunchbox bartering. Trade in last night's leftovers for your neighbour's home brew. A bit for a bit?

Baked Beans

It's a return to our student days as baked beans sales rise by 12% year-on-year. (Parp!)



White tattoos

The emperor's new clothes of tatts! La Lohan sports one on the inside of her wrist reminding her to "breathe".

Getting divorced

Divorce rates have dropped to their lowest in 26 years as the housing slump forces couples to stay together. Who said romance was dead?



Van 'the Ban' Morrison

For banning the sale of alcohol at his concerts because he finds it "off-putting to have the audience moving around".

Coors

For launching a pink beer to increase sales among women. A word to the wise: it takes more than pink to make the girls wink.



Pedigree chums

Pampered pooches are being dumped in their droves by middle-class families who can't afford to foot the £20,000 it costs to keep them over a lifetime.

Sarah Healy, Trainee Planner/Buyer, ponders the responsibility of advertisers in the fight against the nation's flab...



Britain's obesity 'epidemic' is showing no signs of shrinking anytime soon. Everyone has a solution, it seems, from Jamie "I just want a knighthood" Oliver and his new Ministry of Food campaign to Ricky Gervais and his own particular brand of tough luvvie-ing. Gervais, not shy of a doughnut or five himself, advocates shouting "fatty!" at our more rotund brethren in the street to shame them into saying No to Lard.

Back in the real world, advertising regulators have, as ever, come under fire from health lobbyists and are trying to do their bit for the cause. Ofcom has introduced a new policy to ensure that foods high in fat, salt and sugar cannot be advertised during programmes made specifically for, or that appeal to children, the criteria being that over 20% of viewers are under 16.

But the question inevitably arises: is this merely a token gesture, designed to placate the media and their celebrity chums?

Which? would answer a big fat yes. It claims that ad restrictions are ineffective as they don't apply to the top five rating shows among under 16s, among them 'Beat the Star' and 'Emmerdale', both of which have featured ads for Oreos, Coca Cola and Coco Pops in recent weeks.

So, if these ads are slipping through a technical loophole in the Ofcom net, what does the future hold for the advertising of HFSS foods? If a balance cannot be struck between advertisers and food campaigners, HFSS advertisers may well be the losers and have their advertising privileges revoked. Their effective removal from the marketplace would account for the loss of significant levels of advertising revenue and, in these turbulent times, could prove a hammer-blow to some of the nation's best-loved brands.

I would question what would be gained from this ban. It's not simply a case of 'out of sight, out of mind' for junk food. No, these HFSS foods are here to stay and although regulation is a must for advertising as a whole, particularly the targeting of vulnerable groups such as children, we must remember that the majority of purchasers of HFSS foods are adults, who must assume more responsibility for what they feed themselves and their children.

Euan Ross, Communications Strategy Director, questions whether Google Chrome really has been built with the user in mind...



This month Google's shiny new browser – Google Chrome – hit the e-shelves. It promises to make the web “faster, safer and easier” and has been “designed with the user in mind”. Google has taken into account our love of media-rich content and web-based applications and created a browser that is altogether better equipped to meet the needs of the Web 3.0 user.

But is it any good, we hear you cry. Well, it loads quickly; it offers extra protection against spyware and malware; it offers a privacy mode; it can stream video without slowing down other windows, and it does all of this much faster than the competition. So far, so good.

But surely the good folks at Google aren't so selfless as to have created this little beauty for the good of their health? What's in it for them? Advertising is how Google makes its money, so let's take a closer look at how they have designed a browser with profit as much as the user in mind.

1.Chrome doesn't enable you to block advertising and will not make life easy for those wanting to browse the internet without bumping into Google's ads everywhere. MediaCom rating: ***** Neat!

2.Google's privacy mode “Incognito” removes all evidence a user visited this or that site and, more importantly, viewed this or that ad. Advertisers will likely pay more simply because they will be showing the same ads to the same users, where otherwise frequency caps could prevent this from happening. And as middleman between advertisers and publishers, Google will profit. MediaCom rating: * Cheeky!

3.Studying the detail of the EULA (End User Licence Agreement), it would appear that the browser itself will likely be used as an advertising platform in the future, pushing ads at you right in your browser. MediaCom rating: ***** Nice opportunity!

4.Chrome ‘conceals’ pop-ups, it doesn't block them. Pop-ups are actually loaded but minimised. This is typically a billable event, even though the ads won't be seen unless users choose to maximize the pop-up. Consequently, using Chrome may result in billings to advertisers for pop-ups that were never viewed. MediaCom rating: * Ouch!

5.Chrome's combined URL address and search boxes will allow Google to skew searches towards the links and terms Google suggests, thereby making popular keywords more expensive. MediaCom rating: *** Tighter targeting?

If widely adopted, Chrome is likely to have a significant impact on Internet advertising (some beneficial to advertisers, some not) and of course make Google even more profitable. But built with the user in mind? I'm not so sure.

Five ways to spend your time or money this month:

•**Barack Obama's album.** Should he fail in his bid to become leader of the free world, the presidential hopeful has a plan B. The one-man-brand has released an album, the snappily-titled ‘Yes We Can: Voices of a Grassroots Movement’. Available from a Woolworth's bargain bucket near you soon.



•Always stuck for present ideas for your partner? www.ustarnovels.com has the answer. This website allows you to create and **star in your very own erotic novel**. Simply submit your personal details and take your pick from steamy titles such as *Fever in France* or *Indecent Italy*. From £26.95.



•At a loss as to how to ‘nourish your inner aspect’? Help is at hand from macrobiotic-munching moany britches Gwyneth Paltrow. Yes, Mrs Chris Martin has launched her very own website. Check out the ‘wisdom of her sages’ and other did-she-really-just-say-that?-style clangers at www.goop.com



• **Love.** Apparently money *can* buy you love, in the form of a new “super premium” fragrance from Ralph Lauren. Love comes in a gold-plated bottle and is aimed at 25yo women with “high spending powers”. You don't say. Priced at £2,000, Love is available at Harrods from October.



•Say goodbye to the incongruity of shuffle mode, which has been known to throw up such gems as Outkast's ‘Bombs over Baghdad’ followed by Springsteen's ‘Born in the USA’, by downloading **iTunes' new Genius software** for your iTunes library. The genius that is Genius can create playlists of songs that actually complement one another.

