

First Lady

An unlikely success story emerging from No.10, Mrs. Brown is now the most popular Tweeter in the UK

'ObamaVision'

Deemed the most recognisable English phrase on TV in 2009. Our own Susan Boyle comes in a very credible 4th place



An Apple a Day

Apple's plans for world domination continue with iPhone App downloads passing 2 billion this month

God Save the Cream

I can't believe it... Sex Pistol John Lydon has helped lift Country Life butter's sales by 85% since this time last year



Master of Disguise

This Kenyan chameleon is sure to thwart any predator with its finest Spiderman impression

Time to Le-go

James May's Lego house, built for the BBC's *Toy Stories*, has been demolished after a buyer couldn't be found



Digital Killed the Polaroid Star

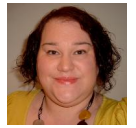
It's the end of an era as the last batch of Polaroid film goes out of date later this month

A McAbre Sight

A map of the U.S. as lit by McDonald's golden arches. South Dakota is home to the furthest away spot, 145 miles from a Big Mac



Account Manager Jane Stewart marvels at the pace of change



I didn't consider myself a 'geek'. Yes, I have an iPhone, an iPod (okay, I have three, but let's not split hairs), a MacBook, a DS Lite and a V+ box (that's a Digital Personal Recorder if you aren't up with the lingo). However, I had to reassess my opinion when I realised that five's 'Gadget Show' was part of my regular viewing. But what really fascinates me about the programme is not about what's out now, but what they reckon the future holds.

And the Gadget Show isn't unique - there are 'futurologists' out there whose job it is to predict what will be available to the common man in the next 5, 10, even 20 years.

This is big bucks to the world of industry, as they can get a head start in developing the latest watch that is a phone, a TV, a GPS and a video camera. But this is just one side of the coin - flip it over, and how we deliver the advertising word to Joe Public is also going to change.

We are well aware of all the developments in TV, internet etc, but even media such as outdoor will experience change. Whilst we still have the paper-and-paste poster sites, we also have PVC posters that take minutes to install and digital screens that can deliver messages based on time-of-day. In the future, digital images will stand out in 3-D from the poster frame, with the ability to tailor the message to the viewer according to their sex, age or location, and incorporate mobile technology for downloading content specific to that person's individual profile.

And it won't stop there. Imagine pointing your multi-function camera phone at anything - a car in the street, getting information on the make and model and the nearest dealer; a poster with a new film release, receiving film times and purchasing tickets whilst you stand there.

Remember the days before mobile phones, the internet and digital TV? No, neither do I. Life moves pretty fast, as Ferris Bueller says. We just need to keep up with it.

Planner/Buyer Rory Cunningham on an intoxicating paradox for sport

This month the British Medical Association called for a complete ban on alcohol advertising, including sports events and music festivals. Historically alcohol advertising has not attracted a large amount of complaints within Scotland (between 2005 and 2008 the ASA reported having only received 25 complaints from Scotland about alcohol ads).

So what's the BMA's reasoning? Step forward the healthcare professionals: the NHS UK estimates the cost of treating alcohol-related diseases is in the region of 2bn per year, and anything we can do to tackle this problem will have a massive benefit to the physical and financial health of the nation.

Naturally a culture of binge-drinking is far from conducive for producing sporting stars of the future. As Rangers boss Walter Smith lamented following Scotland's recent 4-0 defeat to Norway: "We are Olympic champions at eating and drinking and we're not champions at anything else."

Yet the future of sport in the UK is ironically dependent upon alcohol's ad bucks. The drinks industry ranks second only to the finance sector in terms of scale of sponsorship of sporting events. This creates a clear paradox: in spite of its detrimental effect on the health of the nation (and on sporting champions of the future), the disassociation of alcohol from sport by the wholesale banning of its sponsorship could have serious repercussions for its future.

In an era of growing concerns about childhood obesity, healthy interest levels in sport within Scotland could lead to a more active and healthy society which will in turn alleviate the financial burden on the NHS. Scotland needs to encourage participation and interest in sport, and money is required to do this. In these straitened times it would seem the alcohol sector is one of few abundant and willing sources.

There is hope, though, that alcohol's association with sport shouldn't directly influence its participants: after winning the prestigious Queens tournament (famously associated with Stella Artois!), Andy Murray was asked how he would celebrate his victory. The answer: he would go out for an alcohol-free meal, as he would not be able to have a drink in good conscience, knowing it may impact in his performance in Wimbledon the following week.

A Scotsman with a healthy attitude to alcohol brought about through sport – cheers to that!

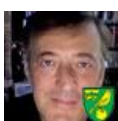
Five ways to spend your time or money this month:

Cougar Convention: Following on from the success of cougar dating sites and cougar cruises, the first ever convention for those mature ladies who prefer a younger man will be held next month in California



Killer Umbrella: It's said that Samurais move so fast they can dodge the rain, but for the rest of us there's the Samurai sword umbrella. With adjustable shoulder strap.

JCB Cutlery: All you need to shift those pesky greens from even the most stubborn toddler's plate. A contribution from each \$20 purchase will go to help to fund health services for children <http://shop.thebreastcancersite.com>



Thanks to Stephen Fry on Twitter for this tasty morsel: Make reading on the web more enjoyable by installing Readability – a simple tool that removes all the clutter around what you're reading <http://lab.arc90.com/experiments/readability/>

i-3D Video Glasses: Sony claims it will have 3D technology in living rooms by 2010, but for those of you who can't wait that long, try these beauties, which plug into any DVD or MP4 player and make you look like *Star Trek's* Geordi La Forge

