



Bow Street, Marlborough Street & Vine Street

A mathematician (with no real sums to do) has used probability matrices to determine that the orange properties are the ones to play for if you want to win Monopoly and lord it over your family this Christmas.



Rubber Duck Snowjoggers

Don't let the absence of the white stuff stand between you and these Napoleon Dynamite-style booties-licious. Currently gracing the tootsies of almost all of sun-drenched LA's slebs. They don't call it La La Land for nothing, do they?



Stoozing

The new boozing?! Not quite. 'Stoozing' is the act of borrowing money on interest-free credit cards, investing it in a high-interest savings account and then paying it off at the end of the interest-free period. 'Stoozers' typically make £400-£2,500pa. Find out more at www.stoozing.com



Comebacks

A big welcome back to Led Zeppelin and Wispa! All is forgiven.



Comebacks

The Police, The Spice Girls, Genesis, Westlife, Take That. Yeah, yeah, we get it – you're skint – but there's no need to take it out on us.



Office Christmas party snitchers

The annual part-time drinkers' piss-up has taken a more sinister turn as a nationwide poll of 5,000 employers reveals that 90% have received complaints from employees about other colleagues' behaviour. You have been warned.

Virtual thieves

...are going down (quite literally) as a Dutch teenager is arrested for stealing £3,000 worth of furniture from Habbo Hotel, a 3D social networking site, and a Chinese gamer is stabbed to death for selling a dragon sabre that was not his to sell.



The Olsen twins

America's fave fashion ghouls – Mary-Kate & Ashley have been re-dubbed Hairy-Kate & Trashley Trollsen by animal rights' group Peta for their penchant for swathing their emaciated frames in rabbit fur.



The Rules of Attraction

Leona Provan, Insight Analyst



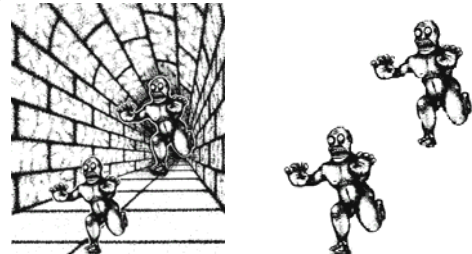
For quite some time now, it has not been enough for advertisers to rest on the time-honoured laurel of brand awareness. The role for marketing in the 21st century has evolved into one of creating brand demand. This takes imagination, vision, disciplined strategy and critically, respect for consumers. It requires more than just smart positioning or attention-grabbing creative. More and more, advertising in all its forms needs to truly engage the consumer in order to engender loyalty and a sense of co-ownership.

The quest for true engagement has led to much misappropriation of the term. Here, we'd like to revisit what it really means...

It is easier to start off what engagement is *not* rather than what it is. It is the very inverse of the 'interrupt and repeat' model of mass advertising which thrived with the growth of network radio and television.

The Advertising Research Foundation definition proffers the thought that, whatever the activity in question, the end result should be 'turning on a prospect to a brand idea enhanced by the surrounding context'. This is supported by the idea that the mental images and associations we hold are creations of the brain related to the reality that prompts them rather than reality itself.

The following illustrations quite clearly express how different mental images that we create can be, when framed in a particular environment. For instance, at first glance it would appear that in the framed illustration the second monster is larger in size. Yet when the monster is taken out of this setting, the monsters are in fact the same size.



Today, we see the concept of relevance or targeting combined with engagement gain prominence throughout the industry. In some cases, through replacing the 'interrupt and repeat' model, brands like eBay, iPod, Starbucks and Red Bull have created strong brand demand and, more importantly, loyalty.

Ultimately, engagement is about brand response through communication rather than communication response itself. We need to look to engage, to create a two-way relationship and therefore something that can be much stronger than simply liking an ad.



Following on from last month's anti-Facebook diatribe, a self-confessed Faceslut takes the floor to defend his one true love...

Neil Watson, Trainee Planner/Buyer



Facebook has fast become the social networking site to beat all others with almost 4m users in the UK alone having signed away their real lives in favour of the much more photogenic virtual world. It seems no one is exempt, from baby boomers ("hi son, u didn't really think it thru when u posted that pic of yourself smoking a bong, did u?") to generation z-ers and even my auntie June.

FB's top dog status was secured in August 2007 when it knocked mySpace, erstwhile titan of the social networking world, off the top spot in terms of unique users – one of the most important measures for advertisers. FB grew its unique user universe by a phenomenal 541% between December 2006 and August 2007, compared to a paltry 20% increase for mySpace over the same period. Its meteoric rise has not gone unnoticed: Bill Gates, undisputed godfather of the technology world, has parted with \$240mn for a 1.6% share in the site to make FB part of the Microsoft family. Having foregone the opportunity to buy a stake in Google, Mr. Gates was not going to make the same mistake twice.

The success of FB is largely down to its virtual recreation of a sixth-form centre. It presents those of us who didn't peak at high school with the holy grail - a second chance! It caters to the most basic of human desires as seeded in high school: sheer, unabashed nosiness; the never-ending quest for popularity and of course, the need to communicate at all times. Facebookers can merrily dig up the ghosts of friends past and check out whether they've chubbed up/sprogged up, all from the relative safety of their computers. It is, if you like, a safe-distance school reunion that allows you to proudly display your ever-expanding contacts list to the world and wear your 'friends' as a badge of honour for all to see. (Though it has to be said that the term 'friend' is rapidly becoming synonymous with, "That guy I met that time. You know, that time in the street? We're really close.")

All of the above makes FB a very attractive proposition to advertisers. The site is currently developing a proposal that mimics Google's advertiser model (which targets users based on the information stored in their profile). The crucial difference between the two, however, is the plethora of personal information Facebook users are prepared to strew across their pages. Advertisers have been promised they will be able to target by musical proclivity, film taste, preferred holiday destinations and just about any other category you can imagine including: "I secretly want to punch slow-moving people in the back of the head". In fact, the depth of personal information available on Facebook is such that certain conspiracy theorists have speculated it to be an Orwellian-inspired monitoring system implemented by the CIA. Granted, this speculation may be a little far-fetched but it does highlight the massive scope for advertisers to target audiences to the 'nth degree and dramatically reduce levels of wastage.

The increased levels of targeting are not the only area in which Facebook could break new ground. In the current advertiser climate where the focus has shifted from interruption to engagement, Facebook provides the perfect platform for advertisers. Over 100 new interactive applications are added per day with over 80% of Facebook users having used an interactive application at least once. Just look at the return of Cadbury's Wispa which disappeared from the shelves of Britain four years ago only to return in October 2007, thanks to a campaign started on Facebook. If Facebook has the power to bring a product back from the dead, think of the scope for living brands!

Five ways to spend your time or money this month:

- **A Christmas Hamper from Fortnum and Mason** A snip at £20,000. Three tiers high and delivered by horse drawn carriage. Accept nothing less this Christmas. If someone tries to palm you off with the frankly bah humbug £5,000 version from Harrods, they secretly hate you.
- **Sex and the City lingerie** Cosabella has created 4 lines in homage to Carrie, Samantha, Charlotte and Miranda. So that'll be a pair of skanky grey y-fronts (see series 1), an itchy red crotchless thong, a pearl-encrusted chastity belt and some pinstriped power pants. Roll up, ladies, roll up.
- **Giant microbes** Give your friends the gift that keeps on giving – stuffed toys modelled on germs magnified to a million times their actual size. We recommend mad cow disease or maybe a yeast infection for an ex-girlfriend, the herpes virus for frenemies and the common cold for, well, commoners. Available at www.giantmicrobes.com
- **A ropeless skipping rope** Designed for 'space-deficient urban dwellers', this pair of handles (which is essentially all there is to it!) lets you get in touch with your inner Rocky. In your hall cupboard. Available for \$59.99 at www.hammacher.com
- **Bubelle dress** Philips has created a dress that 'senses' the emotional state of its wearer and changes colour accordingly. Finally, a mood ring for grown-ups!



The Measure wishes its reading faithful a very happy holidays!