



**Bridesmaid pre-nups**

A survey by *You and Your Wedding* magazine has revealed that 1 in 5 bridezillas would have no qualms about asking their bridesmaids to sign a pre-nup that would legally bind them from piling on the pounds, getting knocked up or getting a crap haircut.



**Bus stop algebra**



According to Harvard mathletes,  $d/vw < tb + d/vb$  i.e. if the distance to your destination divided by the speed of the bus is less than that number plus the time spent on the bus, then you should cut your losses and walk.

**Buff breaks**

Take off in more ways than one by booking your butt-naked booty on to Germany's newest nude airline. For those who like to fly freely. Find out more at [www.OssiUrlaub.de](http://www.OssiUrlaub.de)



**Delia**



The jury is out for us on whether 'How to Cheat at Cooking' is the real McCoy (or any other ridge-cut crisp for that matter) or a masterstroke of 'How to Cheat at Marketing'. Let's be 'avin the truth, Delia.

**Diet Coke**

Hot on the heels of the only funny thing Paris Hilton has ever said – 'Diet Coke is just for fat people' – Martin Amis has dissed the beverage as 'the least cool of all drinks'. Drink up, people. Full sugar is the way forward.



**Polaroids**



Digital killed the Polaroid. The company behind the first camera film to have its own dictionary entry (!) has closed the shutters on the original home porno facilitator.

**FickleBook**



The almighty FB has experienced a 5% fall in users from December 2007 to January 2008. Spookily symptomatic of the general January slump, or have we all just had enough?

**Danielle Stocks, Planner/Buyer**, ponders the irony that has made good, old-fashioned nostalgia the hot marketing tool de jour?



Ladies and gentlemen, do not adjust your television sets. There is no fault in transmission. You are not caught in a time warp. That is the Milky Bar Kid you see riding off into the sunset as you wait for Coronation Street to resume. Oh yes, the old skool ad is back!

As the more avid TV viewers among you may have noticed, the Milky Bar Kid has actually been back on our screens since October 2007. In fact, since it first aired in 1961, the advert has been re-vamped time and again with as many as 13 incarnations of the albinoesque lovely having aired since then.

Cadbury has been quick to get in on the act, following, not setting the trends for a change. Crunchie is also harking back to the past and living the mantra 'if it ain't broke, don't fix it'. The brand has dusted down its classic ad of the 90s where chocolate men, women and children ride on chocolate rollercoasters to the backdrop of the Pointer Sisters' classic 'I'm So Excited'.



And it's not just brands of the sweet variety taking inspiration from the past. With gravy brand, Bisto auditioning for a new family to star in the ads, it would seem creative agencies up and down the country are tapping into our love of all things nostalgic. Ingenious really, when you consider that because of recent changes in legislation regarding the advertising of junk food to children, the Milky Bar and Crunchie ads are actually aimed at adults. And what better a way to do this than by making us feel all warm and fuzzy inside as we remember our childhood?

As this trend towards taking comfort from the past goes beyond advertising (demonstrated by the recent Facebook campaign to bring back Cadbury's Wispa or the recent success of the Dr Who revival and retro TV series, Life on Mars), it would seem that the past is very much part of our present. All we need now is the crumbliest, flakiest milk chocolate and an over-flowing bath...

**Cloverfield: 'Monstrous' Engagement**

*Neil Watson, Planner/Buyer, doffs his caps to the marketeers behind Cloverfield...*



The biggest monster movie of 2008 has been unconventional since its inception. Described as a cross between Godzilla and the Blair Witch, it was always going to break new ground and the marketing campaign was no different.

The campaign began in the summer of 2007 with a mysterious un-named trailer running in the reel before Transformers. This trailer sparked an intrigue which rapidly spread onto online forums and blogs; the web crackling with theories about the trailer's origin; the only clue, a date: '18-01-08'.

18-01-08.com then started with a single photo, still with no leads as to what it alluded to. As time passed more and more photos appeared on the website, some relevant to the film, some red herrings. Some pictures would remain still, a snapshot in time, while others flipped over to reveal cryptic clues. There was a lull in mainstream campaigning while the online speculation simmered. As the pictures and clues slowly fed the online theorists, their theories fuelled the frenzied speculation. Then came the unbranded teaser poster: the Statue of Liberty decapitated, a faint wake heading out to sea beyond it. The first hint of the monster movie premise was added to wild blogger suppositions. The mainstream campaign was back in earnest and new cinema trailers were released. The film had a name...Cloverfield.

Cloverfieldmovie.com was born. It followed the same premise of 18-01-08.com with slow drip-feeding of pictures and more background on the characters and their lives. Pre-movie details added flesh to the bones of the previously released clues through personal social networking sites, virals, videos and web blogs. This fanned the on-line flames even further.

There were several factors in the success of the Cloverfield strategy. It perfectly targeted an audience that was already predisposed to sci-fi films through the Transformers teaser. Such an audience, who looked to the internet for the explanation regarding the unbranded trailer, were snared in this tantalizing trap.

In conjunction with the targeting, the campaign had an incredibly potent mix of intrigue and emotional investment with the vital element of interaction. The fans who had interacted with the campaign to unravel the mystery of '18-01-08', formed an attachment to the characters over the 7 months: rooting for the good guys not just because of their inherent virtues but because they were almost friends, having shared in details of their lives. This coupled with the intrigue generated by the campaign, which turned every blogger, social networker and fan into a marketing advocate. The target audience were fuelling the campaign themselves, in almost perpetual motion. The campaign was less executed, more *unleashed*.

**Ways to spend your time or money this month:**

- Make like Juno with your very own **Burger Phone**. All over eBay for less than the price of a Big Mac.
- **Pet portrait cushion**. Immortalise your pooch in wool and felt applique by sending a snap to [www.etsy.com/shop.php?user\\_id=5259273](http://www.etsy.com/shop.php?user_id=5259273) The only form in which your dog should ever be seen on the sofa.
- **Karmasheetra**. Say goodbye to the missionary position with this handy Karma Sutra on a bedsheet! Billed as 'the most fun you can have without actually getting under the sheets'. Available from [www.lovehoney.co.uk](http://www.lovehoney.co.uk)
- The Talus **'About Time Watch'** shuns the convention of traditional time pieces and adopts more of a holiday approach, times include "Around 6 o'clock" and "Just before 10". We all have a friend who works on Talus time, so why not treat them to a watch tailored to their time keeping style. <http://www.talusfurniture.com/>

