



**Frenemies**

With the launch of a raft of anti-Facebook sites such as [www.snubster.com](http://www.snubster.com), social networking just became a whole lot less sociable.



**Teen Sleuthing**



Nancy Drew has recently hit the big screen (only about 20 years too late), whilst C4 has proved itself to be a real brick by commissioning a 'where are they now?'-style drama based on the lives of *The Famous Five*.

**Travelodging**

During their 22 year long-sojourn at the Grantham Travelodge, the Davidsons have had no bills to pay, no chores to do and a suite named in their honour. For the princely sum of a pokey one-bed in Edinburgh. Canny lodgers.



**Junk food advertising pre-9pm**



The Milky Bar Kid will soon be right up there with full frontal sex and the f word if Ofcom gets its way. We can't help but wonder if this bold move risks increasing junk food's appeal to kids?

Billed as a battle between old skool "I've got a bullet in my leg" gangsta rap and a new, more intellectual brand of middle-class hip hop, the 50 Cent v. Kanye West album sell-off has reached a conclusion in favour of Mr West. Fiddy had promised to hang up his mic if the unthinkable occurred, yet has now reneged on the deal. How very 'gangsta' of him.



**Botox for handbags**



Dermatologists have discovered that Botox has the same smoothing effect on reptile skin as it does on human skin. The fashion pack's response? £1000+ Zagliani crocskin handbags botoxed to within an inch of their sorry little lives. What would Lady Bracknell make of it all?

**From the cobbles of Coronation Street to Hirsute Percussionist...**

Becci Wilson, TV Planner/Buyer



"Someone in Cadbury's Marketing Department has clearly been putting hallucinogenic drugs in the chocolate". This is just one of the thousands of text comments left on You Tube regarding the most talked about ad of the year.

Unless you've been living in a cave for the last 2 months, you can't fail to be aware of the buzz surrounding Cadbury's latest TV campaign. Launched on 31st August in a high profile spot during the Big Brother final, the 90 second ad has taken Britain by storm. Who could have predicted the bizarre pairing of Phil Collins and a drumming primate could create so much discussion and debate?

To date the ad has been viewed over 56 million times on TV and over 1 million times on You Tube, where it has been posted 213 times in various formats (including various home made spoof versions). Bloggers have left tens of thousands of messages debating whether the ad has been made using computer graphics, animatronics or even an actual trained gorilla. (For the avoidance of doubt, the Measure can confirm it is an actor in a state-of-the-art costume).

The quirky ad is a million miles away from the risk-averse Coronation Street sponsorship which has been at the centre of Cadbury's marketing budgets for the past decade. So what has sparked this change of direction, which comes hot on the heels of Cadbury capitulating to Facebookers demanding the re-launch of Wispa?

In an era when the consumer is in greater control of what they watch, how they watch it and when, capturing the imagination of the viewing public has never been more important. Cadbury has tapped into a growing realization that advertisers need to connect with their viewers by providing them with entertainment and not just information. Whether you love the drumming gorilla or just don't get it, there is no doubt that Cadbury has created the most talked about advert for years.

## Facebook

Andrew Dunn, Business Director



The Rubik's Cube, Soda Stream, Tamagotchis – all fads very much consigned to the dustbin of history but which in their heyday were all-consuming, generated acres of media buzz and were more than just a wee bit annoying.

Ok, so perhaps a comparison to a small plastic toy or bad tasting cola is unjustified, for we have to recognise that Facebook has created something revolutionary. But when Microsoft buys a 5% share of the company for \$240million, valuing the total company at \$15billion - that's more than Ford motors – it all starts to feel a bit like the dotcom boom all over again.

What is a Facebook friend actually for? Why this consistent demand to collect and manage 'friends' and relentlessly market ourselves?. A brief sojourn into the world of social networking and you can't help but be struck by the sea of banality on which this is all based; it's less about knowing yourself and more about showing yourself. Have the old harbingers of community, such as geographical location, family or occupation shifted so far that we'd rather spend hours dropping amusing anecdotes to our Facebook 'friends', rather than having that pint and catch with an old mate or colleague? Can this superficial on-line relationship with people you'd either forgotten about, ex-flames you should have forgotten about; or school mates you wouldn't have crossed the common room to speak to, going to keep the 40M users dropping in for much longer? If you're a Facebooker and you don't doubt the superficiality of it all - invite all of your 258 'friends' round for a BBQ and see how many turn up.

However, like it or loathe it, Facebook have started on something that looks like a very long road. Google has responded with the introduction of an alliance between a number of smaller social networking sites known as OpenSocial which is the first step to allowing users to share data and social connections without needing to belong to the same services as their friends. Whether Facebook continues to be not only the first mover of the social networking shift but also its key benefactor is yet to be seen.

My hope is for a shift back to life in the real world, with real conversations and real relationships. After all, a Tamagotchi Pet is a decent distraction for a while but it doesn't beat owning a budgie.

*Next month, in the interests of fairness, a Faceslut takes the floor...*

## Five ways to spend your time or money this month:

- **Terrorism finger puppets** - Wrap these knitted versions of Bin Laden and Bush round your little finger or play them off against each another in a thumb war. Nuke one, pearl one. Available at [www.mossonline.com](http://www.mossonline.com)
- **Red Guinness** - Red stuff is the new black stuff. Despite the fact that no one over the age of 3 has ever chosen a drink on grounds of colour, Diageo has launched the new variant in a bid to attract new, presumably (much) younger drinkers.
- **Celebrity weighing scales** - Fat is a relative issue. These scales allow you see how your weight stacks up against your favourite celebrities, from the diminutive Prince all the way to Big Daddy. Solving the metric versus imperial debate in one fell swoop.
- **A memorial diamond** - Ashes to ashes, dust to... diamond rings! At [www.lifegem.com](http://www.lifegem.com) you can have the carbon of a loved one transformed into a bling bling diamond ring. 'Love knows no boundaries', according to the LifeGem homepage. Quite.
- Work your way through your 'must read before I die' list for free by donating your well-thumbed Louise Bagshawes in exchange for Proust at [www.readitswapit.co.uk](http://www.readitswapit.co.uk)

