

# PICK OF THE MONTH

## 1. SureCheck commercial

Utterly bonkers and bound to go down a storm at Cannes, this bizarre ad for home pregnancy test kit, SureCheck, features a unit of "stork-soldiers" brandishing huge pregnancy test sticks, while singing a drill song with lines such as "Test, test, test" and "run and give your man a call, he's the father after all". "Discover the child within," we're urged and who would have the temerity to disobey in the face of such bossiness? But we can't help wondering whether it's entirely appropriate for the matter in hand. May we suggest a little more empathy next time? Maybe an ad with women in it? Agency: Leo Burnett Advertising Sofia, Bulgaria. Creatives: Ivan Sidjakov, Yordan Milev, Ioanna Betiuc. Director: Zlatin Radev @ Junk Brothers

## 2. Scotchshield money stunt

Round our way, young Asbo-dodgers don't need a reason to smash the glass in a bus shelter, it's just their little bit of fun. God knows what they'd do if presented with \$2.2 million. In reality, only the top layer of about 500 Canadian dollars was real in this stunt for Trim Line's Scotchshield, a shatter-proof film that makes glass more or less bullet-proof. Agency Rethink Communication, Vancouver, decided to test out Canadians' reputation for boring law-abidance by sealing a stack of notes under treated glass in an Adshel space. Practically everyone who passed the site gave it a good pounding. For two days, locals bashed at the glass, which stood firm throughout. By the time the agency removed the cash, the story was splattered across newspapers and TV networks across the country: all for \$500 and two days site rental. Creative directors: Ian Grais, Chris Staples. Creatives: Bryan Collins, Rob Sweetman

## 3. Graphic Junkies website

There are some great web-based photography sites (Flickr being currently the most talked-about) but none are more compelling than this collection of pictures from a Georgia police officer. Says J, who prefers to remain anonymous: "All of the photographs on this site were taken by me while on duty." Clearly, J's got an eye for a picture, but his collection documents an "everyday" most of us could only imagine. Often taken from a patrol car, images include grim project housing, pepper spray cartridges and rows of gleaming handcuffs. Clockwise from top left images include an apartment complex destroyed by fire; an abandoned building on the north side of the photographer's jurisdiction; gang graffiti by Hispanic gang Surenos 13, or Sur13 for

short and a feed store shot at dusk. A grim but fascinating glimpse into someone else's world. [www.graphicjunkies.com](http://www.graphicjunkies.com)

## 4. Interpol promo

A pleasantly creepy promo by photographer/director Charlie White for band, Interpol. White's elaborate prosthetics and cinematic staging transfer perfectly to this film which, like his Understanding Joshua series, features strange, synthetic characters living nonchalantly alongside everyday people. The promo opens at the scene of a car crash. Amid the wreckage, a grey-faced, humanoid puppet stands shell-shocked, before opening an eerily realistic mouth to sing the lyrics to track, Evil. As he sings, paramedics tend his wounds, then drive him to hospital. The ensuing scenes in an operating theatre were shot in a local LA hospital adding to the weird realism of this promo. Production company: Omaha Pictures. Visual effects: Ring of Fire. Record label: Matador Records

## 5. McDonald's rap product placement

When rapper Busta Rhymes released Pass the Courvoisier, sales of the cognac went up by 6.1 per cent. Never slow to miss a sales trick, it's somewhat inevitable that McDonald's would want a piece of the action. Thus, in the US, McDonald's is offering rap artists cash for songs that mention their Big Mac burgers. McDonald's have approval over lyrics and the artists receive cash for each radio play the track gets. Rap likes to see itself as providing an alternative history of American culture and its excesses, so you could argue that, as deals go, this one's rather appropriate. But even though rap has always offered a nakedly materialistic, money-driven worldview, this idea carries a particularly cheesy aroma.

## 6. Amaztype website

Amaztype is an online search facility with a difference. Type in a subject or author's name and see it spelled out in hundreds of tiny book covers drawn from the pages of Amazon. You can then click on an image to access Amazon's star-rating for the book concerned and other details. It works for DVDs and CDs too. From a design point of view, it's a neat way of researching all the different covers for a particular author or genre. Also fun is the Amaztype zeitgeist facility with its constantly updated sampling of popular words searched during the last week. Top of the list: sex. Big surprise. Created by Keita Kitamura and Yugo Nakamura for THA. <http://amaztype.tha.jp>

