



Honey trap: Irish Broadband's online ad

### YOUR NEW GIRLFRIEND

ONE of our favourite ads at the moment is a delightfully misogynistic online execution by Brando for Irish Broadband, Girlfriend in a Box. The interactive film clip of a pretty young thing encased in virtual plastic encourages you to push her button so as to elicit an orgasmic catch of breath followed by a series of statements like, "My father's invited us to tour his brewery - d'ya fancy it?" Well, that's the least racy, anyway. It's followed by musings about buying a French maid's outfit, requests to videotape pillowfights with "hottie friend accessories" and other thoughts on her love of ironing, pizza and football on the telly.

There is a 'boyfriend in a box' version, presumably to defend against a charge of sexism. We assume this will wind up on *Liveline* at some point this week, but then again the angry *Father Ted*-worthy character in Leitrim with a typewriter who decides Ireland's advertising standards with a single complaint to the ASAI may not have broadband.

Either way, we think that brave clients should be rewarded with proper attention.

[www.irishbroadband.ie/girlfriendinabox](http://www.irishbroadband.ie/girlfriendinabox)