



# FULLY FRANK

JOHN BEVERIDGE

## Sumo campaign's belly effective

NOT content with causing a stir at the Melbourne launch of Krispy Kreme doughnuts, SumoSalad is now tackling McDonalds.

In a thinly veiled reference to Macca's television advertising in which children emerge from the chests of adults, a viral email campaign will be unleashed today.

It shows an obese child struggling to escape the chest of a man, only to give up after he can't squeeze out.

"We want to send the message loud and clear that a nutritious and, most importantly, balanced diet, is the way to a healthier lifestyle and if we create some waves in the process then so be it," said SumoSalad director James Miller.

The video will also be released on You Tube and MySpace.

In common with most viral marketing, the commercial was dirt cheap to produce — legal opinions excepted.



**Stomach-churning:** one possible reason for having an upset tummy