



WORD TO THE WISE ... LAY OFF THE PORN

With an ad campaign gone amok, UK based **Lean Mean Fighting Machine** stands to lose its **Coca-Cola** account over a risqué Facebook posting that turned up in a fourteen year old girl's status page on the networking site. As **Blackweb 2.0** posted, the ad company came up with a seemingly brilliant idea (although, in retrospect, not so) that allowed a certain Dr. Pepper app access to users' status pages. The app, which had, until recently, attracted some 160,000 users, posted embarrassing comments on the update pages of users in an effort to generate buzz for the cola. In exchange, users got the opportunity to randomly win fabulous cash and prizes. Sounds great, right? All was well, until a prying (or informed, technologically savvy and/or concerned) parent found a reference to a pornographic movie (you know, that one with the cup) placed by the app on their daughter's Facebook page. Oops! Talk about egg- or something - on your face. Coke has since, apologized to the family, deep sixed the program and is currently mulling over its future relationship with Lean Mean.

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