



Kevin Chan
Creative director
Curiosity

AD WATCH

HOT: Allswell Drinks

★★★★☆

Some people hate this commercial, some love it, but no one sits on the fence with it. Everyone, if nothing else, watches the commercial and remembers one thing. Allswell. Some even go and buy the product.

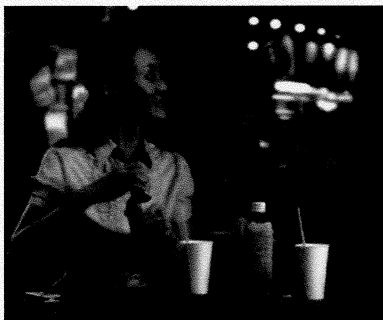
That sort of impact is nothing short of remarkable in these times of saturated advertising. And just for that, I have to say it's hot. It may not have blazed a creative trail, but it has certainly made a mark.

Some may berate the acting as wooden and the dialogue deplorable, especially that killer "Because I love you" hook. However, I dare say that after all that talk, they'd have quite possibly quenched their

thirst with an Allswell drink or even forwarded the ad through a YouTube link.

Putting this ad out was high-risk. But so were the returns. Allswell presumably wanted mega bang for their advertising bucks and I think they got it.

So cheers to this ad and the subsequent brouhaha. Good one, Allswell!



NOT: YEO'S Asian Drinks

★★☆☆☆

Bring on the colour and the beautiful people. Lay on the mood music. Pile on oodles of cool and dashes of funk. That's a winning formula for any youth-oriented product, from styling wax to toenail polish. Or is it?

The current YEO'S Asian Drinks spot has all these so-called winning ingredients in spades. The lavish natural setting screams freshness, the talents look great, the music's magnificent. Everything is polished and pretty and perfect.

Perfectly humdrum.

A spot like this, to me, simply flits across the screen. It barely moves from there to the audience's consciousness, and even if it were to make that leap, there's precious little in the ad that would really resonate. Or even ripple, just a little.

It's lovely, beautiful, and immaculate – but it lacks character. Sorry, YEO'S.



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WEB WATCH

HOT: www.Cuil.com

★★★★☆

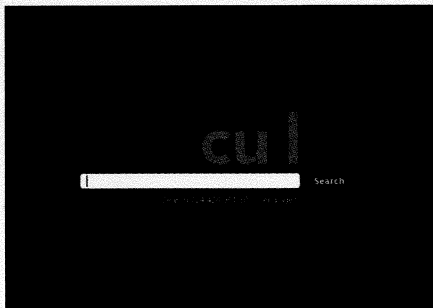
Cuil (Irish for wisdom, pronounced "Cool"), a new search engine which debuted July this year, is being touted as a potential "Google-killer".

Its user-interface is arresting; the home page is an intelligent use of colour, with a totally black background and a small search bar in the middle – dramatizing the visual contrast between other engines and itself.

Second, its SERPs (search engine result pages) break the results into columns (a choice of 2 or 3), rather than rows, making for a huge increase in readability (research has shown that the human eye tires after reading 12 words in one horizontally, which is why columns were invented).

Third, the SERP features a cool visual device called the "explore by category" accordion, which is a neat AJAX-based mouse-over tool to

cluster and showcase complex content, with links leading to more granular searches. Lastly, it experiments with non-text info such as pictures and download links. Its results suck, but those will get better over time.



NOT: www.zunejourney.net

☆☆☆☆☆

Flash (originally developed by a company called Future Splash) is an incredible technology, but the Internet is littered with Flash trash – self indulgent exercises in visual rhetoric with little understanding of usability, basic design or load times.

Zunejourney.net is a classic example. Done entirely in one Flash frame, there is the inevitable web wait as the flash loads. We're then hit with loud unsolicited music designed to send us into rapturous ecstasy – since there is probably no option to turn it off.

Navigating the site is designed to be a psychedelic experience with hallucinogenic images floating around and visual exhortations to "click and hold", "follow arrow" but the result is just weird and irritating.

When one finally stumbles on to text, it is unreadable and in small reverse white font on black, a usability abomination. Just another exercise in creating a "hey I am cool" website by some clueless marketing folks and their equally clueless – but cool – web agency.

