

Cannes, sex and Donald Trump

 By Louise Marsland 26 Jun 2015

What did we laugh at before internet cats and other memes? For a fun month-end, school holidays Friday, here's what went viral this week: no cats, but there is sex and Donald Trump, although not in the same room...

Everybody knows what civilians think of the advertising industry and the advertising industry keeps that sex drugs and rock 'n roll myth going - with some snarky pride. Who doesn't want to be 'The Man'? The annual Cannes Advertising Festival went a long way this year to adding to the legend with one of the freakiest side shows: from sex on the red carpet to the [accidental death](#) of a Google executive and Monica Lewinsky telling the ad industry about cyber bullying. She got a standing ovation, but that still didn't stop the comment under the story from bordering on the salacious.

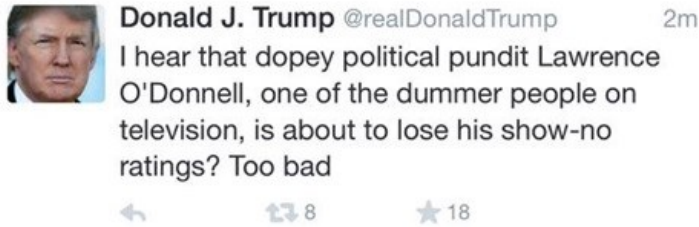
The one that really went viral was the [photograph](#) and blow-by-blow account of a couple having sex on the Cannes Lions red carpet in the early hours of the morning - and the subsequent admiration by festival goers for their 'balls'. Pun intended. Unfortunately for them, it won't be long before they are identified, this being the 'age of transparency'. But then again, their agency will probably give them an award!



The tweets were of course the funniest. My favourite was the one that likened it to an Ogilvy stunt because it seemed to have been choreographed so perfectly... Comments ranged from: 'The juxtaposition of the sign and the distance of where their shoes landed. It's too perfect. It's probably Ogilvy'; to 'A late entry for the out-of-category?'

Comedians the world over did a dance of joy when Donald Trump formally entered the presidential race in the United States. The memes have started already and the man himself is providing a rich source of ridiculous fodder with his tweet soliloquies. *Insomnia* caught this [gem](#) for me today: @realDonaldTrump: 'I hear that dopey political pundit Lawrence O'Donnell, one of the *dummer* people on television, is about to lose this show-no ratings? Too bad.'

He swiftly deleted it, but not before the internet had already taken screen grabs of his faux-pas. Nothing like disproving your own intelligence with a contextual spelling error! Dumb and Dumber.



And here's a dandy aside: my favourite 'presidential poster' that has resurfaced and which is being shared left, right and centre. No doubt that The Donald's hair will dominate the ratings.



Some of the best viral fodder comes from mashing movie trailers or topics and my best, because I own a Dashie too, is a parody of the blockbuster 'Jurassic World' movie trailer, but with sausage doggies, called '[Jurassic Weenie](#)'. How can you not love them?

And in the same genre, the appallingly dreadful 'Sharknado' cult classic now has a [#mosquitonado spoof trailer](#). Chainsaws and mosquitos. More natural than man eating sharks falling from the sky. There's many times I've wanted to take a chainsaw to a mosquito. And definitely the truly terrifying and indestructible Parktown prawns.



And then this is just 'WTF?!' I'm all out of witty comebacks. The headline is '[Watch giant penis spray unsuspecting people in safe sex campaign](#)'. Knock yourself out!

ABOUT LOUISE MARSLAND

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