

The famous per second baby!

I'm sure you've seen it, and if you haven't, your girlfriend, wife or fling has and they've mentioned it to you already. It's one of the cute adverts on at the moment for Vodacom per second billing.

 By [Sean Inggs](#) 12 Nov 2001

The advert has a very catchy sound track to it as well, which I've heard has caused a wide plea for it to be released to the public. They certainly didn't waste any time shouting for that, and I've joined them as it's a really great little song.

When you think of it, though, that's 2,4 billion seconds that you have to live and it's not much... really. Besides being a very good pick up line "hey sexy, we only have 2,4 billion seconds to live so what do you want to do later?", the ad says that we should make the most of our time on this crazy world of ours, and when it comes to cellphones why not use that same theory. However when they break my life expectancy down to 2,4 billion seconds I can think of other things I'd rather do than talk on my phone. Although who am I to talk when I have a contract.

Overall the advert has created a following ranging from mostly girls talking about the cute little baby face and totally ignoring the fact that the mother must be in pain from the baby using the cord to bunjy (if that is the cord). A few of the people I know have changed over to the "per second" thing, so it's one of the successful ones going around in the campaign.

Rating: 9/10

ABOUT SEAN INGGS

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