

# EVERYTHING YOU NEED TO GET IN THERE WITH GIRLS



Lynx ad: website includes such tools as a Fit Girl Finder

## Lynx tells online Casanovas to get real

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A tongue-in-cheek digital advertising campaign from deodorant brand Lynx is aiming to help men who spend too much time flirting on Facebook and in chatrooms to learn how to pull women in real life.

The campaign, the first work by creative ad agency BBH since it won Lynx's digital business in December, aims to give men "diverse digital content to use to play the seduction game in real life".

In recognition of the fact that the web and gadgets are part of most young men's lifestyle, BBH has put a website, called Get in There, at the heart of the campaign.

The site, lynxeffect.com, has tools including a range of mobile phone applications that will turn a handset into "a pulling tool, a weapon of mass seduction".

Lynx's Fit Girl Finder emits a bleeping sound that "homes in" on an attractive lady. Other downloadable applications, created by technology company Golden Gekko, include sounds that imitate a Porsche locking, make the mobile phone seem like a harmonica and a scanner for detecting body piercings. Mobile applications being developed include a chat-up translator.

Additional website content developed by Preloaded includes video footage of a range of Lynx Guys trying to pick up girls with the mobile applications. Clips have been seeded in the UK by agency GoViral.

Other "tools" that men can download from the website to impress women include magic tricks, while other content has been created for websites including YouTube, Bebo, FHM and Flickr.

"Get in There is a call to arms for young guys," said Rick Hirst, the Lynx business director at BBH London. "Spend less time dating online and more time trying to be successful with girls in the real world."

Karen Hamilton, the regional vice-president for Lynx/Axe Europe, added: "Digital is something that Lynx brand has previously done sporadically".

"We have specifically created a large amount of exciting, diverse and tailored content that works across many different platforms. Get in There will launch first in the UK and then be rolled out across Europe during 2008."