

Report on **Business**

Created

Hidden fees, naked wieners

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Looking for a visceral response to an ad that doesn't shock or titillate? Take a look at the trio of new viral spots created by [Clean Sheet Communications](#) for Wind Mobile, the fledgling wireless company. All three ads take on the unfriendly and heavy-handed practices of the major cellphone carriers that frequently frustrate consumers. (Hidden fees, mandatory long-term agreements.) In one spot, a street vendor promises hot dogs for \$1 and then, once he has a customer hooked, begins rhyming off additional charges. "A buck is just a naked wiener," he explains. "Bun fee: \$1. Napkin, condiment: \$1.50. Plus my time." In another spot, a uniformed city worker locks up a bike and then explains to the upset cyclist that the lock can be removed for a \$200 fee. The ads, shot guerrilla-style last month on the streets of Toronto, capture genuinely confounded responses from people who didn't know they were on a commercial version of *Candid Camera*. Okay, Wind Mobile, you've piqued our curiosity. Now all you have to do is deliver a genuinely different way of doing business.

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