



WALLNUTS' GUERRILLA GORILLAS

St. John's is about to go ape.

Locals may soon see branded (stuffed) monkeys peering into windows around the city, thanks to a truly "gorilla" effort set to roll out this month for Wallnuts Climbing Centre, a rock-climbing facility.

The monkeys will be clad in white T-shirts with wallnutscimbing.com emblazoned across their chests, and will stick to the windows with suction cups on their paws. They'll be placed in highly visible yet hard-to-reach places for maximum staying power.

St. John's-based Target Marketing and Communications is the agency behind the monkey business and this is its first collaboration with Wallnuts. The effort aims to generate buzz about the well-known independent St. John's climbing centre, which has a diverse clientele ranging from professional athletes to kids' birthday parties.

At press time, it still hadn't been decided just how the monkeys were going to climb to their perches.

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