

Title:

Body Branding is Not Free

Word Count:

247

Summary:

Advertisers are always trying to think of new ways and new places to display company logos. Now there's a new advertising medium to throw in the mix: people's bodies.

Keywords:

logo design logos maker graphic

Article Body:

Advertisers are always trying to think of new ways and new places to display company logos. Now there's a new advertising medium to throw in the mix: people's bodies.

Remember the 20-year-old Nebraskan who auctioned off his forehead on E-Bay for a month's worth of advertising space? The winning bid went to SnoreStop, who paid \$37,375 to put their logo on the web designer's face for 30 days, got quite a bargain for all the exposure they received. Consider it this way: a full-page ad for one day in the Wall Street Journal costs more than \$23,000. One full-page ad in American Idol: The Magazine costs \$45,000.

But here's an interesting tidbit about a woman who is yet to receive payment for literally branding herself with a company logo.

The logo placement occurred when a 27-year-old woman fell off her skateboard in Manhattan onto a manhole cover that was searing with heat. The hot metal, which is located over a steam pipe, burned the woman just above the buttocks and on her left arm with part of the Consolidated Edison (Con Edison) logo, a New York utility company. The woman said she heard her skin sizzling and saw an 'O' and 'N' etched in her skin, according to an article on allheadlinenews.com. The scarring is permanent.

The woman has sued Con Edison for negligence, carelessness, recklessness, and culpable conduct. No word yet on how much Con Edison will have to pay for the partial advertisement.