

Duncan's TV Ad Land

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GI Jonny Sketch Show

October 2007

G.I. Jonny's on a mission to rescue the hapless Mimsy from the clutches of Captain Bareback. That's the basic plot of an online viral campaign produced by the BBC to raise awareness among 16 to 25 year olds about HIV in the UK, launched on October 9 and running through to World AIDS Day on 1 December 2007. A true hero for our time, G.I. Jonny is always ready for action, fully armed with the facts about HIV, and constantly vigilant against the threat.

An stop action video using action figures, the first of four, is designed to take teenagers to an educational web site, www.gijonny.co.uk, where viewers can customise their own G.I. Jonny action figure, download a Facebook application or register to attend a local awareness event at college or university.

The G.I. Jonny campaign has been developed in partnership with and is supported by the **Terrence Higgins Trust** (THT), a leading HIV and sexual health charity. Durex has supported the campaign by providing 150,000 free condoms for distribution at events throughout the UK.



Media Watch UK national spokesman David Turtle has said, 'This film is degrading to women and encourages casual sex and normalises certain kinds of sexual behaviour. There is no hint of a loving relationship in this film. It is highly irresponsible of the BBC.'

Terrence Higgins Trust spokeswoman Genevieve Clark says, "It's clear that we need new ways of getting those safer sex messages out to young people and we know that light-hearted virals like this can be really effective at getting more serious messages across."

The message is communicated using street slang - click on the links here for Urban Dictionary definitions...

The evil Captain **Bareback** has penetrated **Mimsy**'s bush hideout. But Captain Bareback's crotch cannon is no match for G.I. **Jonny**'s protector shield. "Yes your slimy **spoff** isn't welcome here Bareback!" GI Jonny's powerful **fisting** action makes

Bareback's eyes water. But wait! Using GI Jonny's secret **brass eye** we can see Captain Bareback's commando **bandits!** "G.I. Jonny they're pushing at the **back door!**"... Mimsy comes with a **Big O** simulator.

The G.I. Jonny Sketch Show was developed at **The Viral Factory**, London, by creative director James Rouse. Offline editing was done by **Owen Oppenheimer**. Post production was done at **Concrete Post**. Online editor was David Cox. Sound was recorded at **The Soundhouse**.