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## THE LIGHTER SIDE: Australia's next PM

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Amanda Gome



Guerrilla marketer Kym Illman is at it again. Illman from Messages on Hold is known for being in the wrong place at the right time holding up advertising messages to promote his company.

His latest annoying stunt drew the ire of the Federal Government who were not happy about him securing the election 2010 domain name. "They took it off us a month later with no explanation," Illman says. He also had to reshoot once Gillard took over as PM.

Not sure what the point of this video is but Illman hopes it will meet with the success of a previous guerrilla-marketing ad WorldsGreatestBusinessMinds.com which he claims has been viewed over seven million times.

Meanwhile, *SmartCompany* publisher Amanda Gome says she would rather go and sit on Fatso the crocodile than enter politics at this time.

**"Gome for Prime Minister"**

You can find it now at [www.australia2010.com.au](http://www.australia2010.com.au).

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