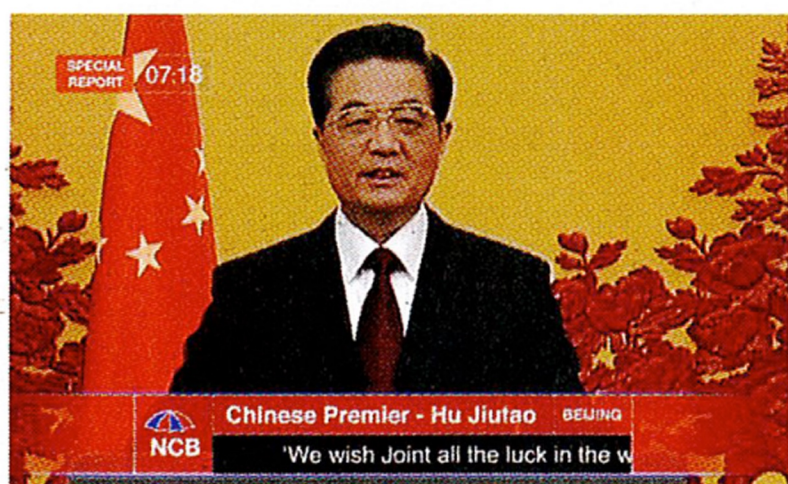


# World leaders hail Joint

What's the beef with **Damon Collins**, **Richard Exon** and their new start-up, **Joint**? They seem intent on tickling the industry's funny bone, what with that launch photo in a field full of cows (FYI, it was a pun on "beef joint", which may have fallen a little flat as the ones pictured were dairy cows). Un-



perturbed, they remain on their quest to raise a titter. They've stuck a video on their website, which is a spoof news report on their launch party. It uses footage from the Jubilee celebrations to make out that the holiday was to mark the opening of Joint. And there are foreign dignitaries, including the Chinese premier, **Hu Jintao** (pictured), appearing to congratulate the agency founders. Watch it at [www.jointlondon.com](http://www.jointlondon.com). Let's hope they get some clients soon.