Sign in or Register to discuss and share stories

HOME NEWS SPORT SHOWBIZ



Thursday, April 11, 2013

29 FIFA 13 challenges, 8 job replies ... 0 dates

What happened when we put up three billboard ads



By LEE PRICE Published: 10th April 2013

By continu

AN unemployed graduate made headlines earlier this year after spending £500 on a billboard advert pleading for a job.

It paid off for desperate Adam Pacitti, 24, as he landed a position with a media company.

Inspired by that success, Sun man Lee put up three billboards of his own - asking for a job, a date and a gaming opponent.

Each billboard cost £500 for a two-week stint.

Here is how Lee's ads got on.

29 Fifa 13 challenges

TODAY'S TOP FOOTBALL

Dein: Arsene Wenger will finally spend big Mourinho cleared for Chelsea return David Beckham hails Messi after Euro exit Michael Dawson: We can't be Basel faulty Brian McDermott set for Leeds manager post

TOP SHOWBIZ

Like 685k

Matt Lapinskas calls DOI partner Brianne his 'soul mate'

ACTOR has always said that he and Brianne were just pals



TV 10/04/13

Teen Mom's Farrah **Abraham** 'wants \$2m for her sex tape'

REALITY star 'trying to flog flick with adult



BIZARRE 10/04/13

Gym honey Rosie hits the treadmill after Ri-Ri gig

BRIT babe heads straight back to the gym after night partying



TV 10/04/13

Pete launches cancer charity in memory of tragic brother

Andrew

setting up foundation



SHOWBIZ 10/04/13 Blonde Beyoncé is the queen of show-

VIDEO: STAR's clip plugs both her new single and big money



SHOWBIZ 10/04/13 Katy Perry

wants to date Robert **Pattinson**

SINGER reportedly says she's ready should they split again



SHOWBIZ 10/04/13

Puppy love! Bikini babe **Ireland Baldwin** poses with dog



TEEN model is joined by four-legged friend



Louis Wood / The Sun

MY first billboard was a bold call-out to all players of leading sports video game, FIFA 13.

By continuing to use the site, you agree to the use of cookies. If you athink you're hard enough our following this link.

"Any team, any platform, anywhere. Email me for a match."

The billboard was erected in Hackney, north London, on the corner of the borough's busy High Street

Responses were steady — until someone posted it to social news website Reddit, where it quickly went viral.

An incredible 3,172 people voted the snap of my billboard "up", while it sparked feverish debate with almost 200 comments.

One user, known as KermittheKilla, wrote on the site: "Dang, this guy must be REALLY good."

Another, ShockeronShockStreet, was more cynical, though, posting: "This looks a lot like viral advertising... I bet they have several staff members playing as 'the billboard FIFA 13 guy." That prompted another strand of discussion, with PaulTheLegend arguing: "If you don't already have the latest FIFA, you're not the kind of person this advertisement would bother."

And Dravorek added witheringly: "You'd think if he's so good at the game he would've found the online matchmaking function."

There are 29 gamers who summon the courage to challenge me directly by email — including one message that almost bordered on fan mail.

Korey Ross wrote: "I think I have no chance of beating you. I just wish to ask if you have any resources that may help me become a better player?" He even thanked me for my time and signed the message off with "sincerely, Korey Ross".

I was also messaged by a journalist from Game Informer, the biggest gaming magazine in America, asking for an interview.

while cunhathing

SHOWBIZ 10/04/13 Irina Shayk picks up new man in hot ads

RUSSIAN model raises fella by his ankles in campaign for Canadian store



SHOWBIZ 10/04/13

Another boob! Nicole Richie flashes her chest again

REALITY star exposes her sideboob showing off her tanlines



SHOWBIZ 10/04/13

Twins! Rochelle wears same frock as Kimberley

POPSTARS step out in the same High Street fashion find



SHOWBIZ 10/04/13

Rumpy bumpy! Pale Kim K looks curvier than ever

PREGNANT star feeling the strain as mum called to trial



SHOWBIZ 10/04/13

Abbare Clancy! Wag shows her footy strip in magazine shoot

GORGEOUS wag bared all for snapper in



Get the paper on your iPad

Download and try our interactive ePaper



TV 10/04/13

Girl, 9, with football-sized growth on face is saved by UK surgeons

LITTLE Triny has face back thanks to charity



SHOWBIZ 10/04/13
Half of Bieber's
Twitter fans

Twitter fans are bogus
TROUBLED star Justin

TROUBLED star Justin actually has around 17.8million followers, new study claims



SHOWBIZ 10/04/13 Single singer Rihanna: I don't understand

love



8 iob replies

AFTER listing my academic qualifications, my job advert cheekily changed the tone – telling potential employers: "But you don't care about that, do you?"

Next to a smart-ish photograph of myself, I signed off with: "For a hard working, innovative employee, email me on lee_price@live.co.uk."

And it was put in a great location - on a street near London Bridge.

Surely even my ugly mug couldn't scare off all those potential employers passing one of the London's chief landmarks.

But an annoying shrub meant that part of my email address was concealed – interested parties would have to really go out of their way to hire me.

My first inquiry came from headhunter Melanie who was "intrigued" by my advert.

That was followed by an email from recruitment director Nigel who thought my job-seeking tactics were appropriate for his sector. He wrote: "I would be interested in having a chat with you about a potential career in recruitment.

"It struck me that the sort of guy who is up for putting his face on a massive poster in central London in order to get a job could have a decent chance at being good at this job."

While managing director Adam was more straightforward: "I could use those skills. Are you still looking for something?"

I also received a message from a well-wisher called Geoffrey who wrote: "Loved the advert. I hope you land in a company worthy of your innovation and balls!"

In all, three potential employers asked me to send them a CV, while five more got in touch requesting more information.

0 dates



Louis Wood / The Sun

COMBINED with a picture of myself in just my underpants, my dating ad boasts: "I like to do things differently, do you?"

I go on to describe myself generously as a bubbly 20-something with GSOH (a good sense of humour).

The location isn't great — it's placed on the side of a FUNERAL services shop on a sleepy road in Hammersmith, West London, and is outshone by a huge advert on the opposite side of the road.

POP etar hinte that

TV MAGAZINE 10/04/13

Beeb bottles BGT ratings battle by shunting Voice

AUNTIE shifts flagship show by an hour and a half to avoid clash



SHOWBIZ 2 hrs ago

The 'Life of Brian: ask McFadden in Sun webchat

EX-Westlife star at Sun HQ, 2pm **TODAY** leave your questions



SHOWBIZ 10/04/13

Newly-single Michelle gets the chop

ACTRESS, who recently split from Jason Segel, shows off edgy new look



SHOWBIZ 10/04/13
Woos like

Jagger! Georgia sizzles in Oz

MODEL Jagger flaunts flawless body and striking face at Sydney



TV 10/04/13

Mel B booed on America's Got Talent after taking offence at 'racist' joke

DEBATE was sparked between the judges



SHOWBIZ 10/04/13
It's Jenny From

The Op-era!

VIDEO SPECIAL: J-LO
goes classical for
Andrea Bocelli duet
on US show Dancing



Accept Cookies

TV 10/04/13

Sherlock boss pleads fans not to reveal filming locations

BIGWIG asks that drama remains



TV 10/04/13

Let's be Frankie, that frock's a real eye-opener

TOWIE star shows off her 34E assets in revealing red dress



SOAPS 10/04/13

Too many trout pouts on TV, moans Corrie's Michelle

STREET star says that 'big lips' have 'taken over the screen'



Looking for excuses, I fail to receive a single email from potential partners.

Embarrassed, I head down to the billboard to check there's not been some kind of mistake.

Lurking beneath a giant picture of myself in my underwear gives passers-by a sinister impression. One woman actually crosses the road to avoid me.

I swallow my pride and stop pretty student Elen Newcombe, 22, to ask her why my advert had failed.

She said: "I think it's a great idea and the wording is really funny, but the picture put me off. It looks like you're wearing some kind of hot pants and standing in a bush — it's all a bit weird.

"And the hairy arm pit is a big no-no. No one needs to see that.

"It's a shame because you're clearly a good-looking bloke and, meeting you in person, you're very funny. But I think you should've chosen a 'normal' picture."

She added: "All my friends have seen it and thought it was hilarious.

"We debated whether it was real or not and decided it was. We were going to send you an email — but only as a joke.

"I can't wait to go home and tell them that I've met the 'billboard guy'."

Back to top of page

RELATED STORIES

Time I ad a job: Adam spends his last £500 on giant billboard plea for work

04/01/13

TV 10/04/1.

Chanelle is BB-ack in her undies for new sexy shoot

EX-Big Brother babe says she find stripping off so much 'fun'



BIZARRE 10/04/13

1D in 3D: Lads have specs appeal in exclusive snap

AND it's only 142 days before fans can see them in 3D glory



SHOWBIZ 10/04/13

Katy Perry looks like a plum in wacky purple attire

STAR dons violet outfit as her and ex Brand's house goes on sale



TV MAGAZINE 10/04/13
Britain's Got

Talent does the Harlem Shake!

VIDEO: SIMON Cowell, David Walliams, Ant & Dec, Alesha Dixon and Amanda Holden join in



SHOWBIZ 10/04/13

Tom Cruise: I didn't expect the divorce

HOLLYWOOD actor has spoken for the first time about his split from Katie Holmes



FILM 10/04/13

Damon and Douglas romp in Liberace movie trailer

VIDEO: PAIR play gay lovers in biopic of the flamboyant pianist



By continuing to use the site, you agree to the use of cookies. You can change this and find out more by following this link.

SHOWBIZ 10/04/13

Daniel's tears for giant star

TEARFUL Radcliffe, 23, leads tributes to portly Richard Griffiths, 65, as he is laid to rest in a 3ft-wide coffin



NEWS 10/04/13

Tev gets hands dirty potting plants on his community service

EXCLUSIVE: ACE works at garden centre



SHOWBIZ 09/04/13

Eva Longoria suffers nip-slip in Puerto Rico

STAR'S bare breast falls out of her bikini top as she sunbathes during Caribbean hols



SHOWBIZ 09/04/13



TV 10/04/13

Ben Miller quits hit drama as he can't stand Caribbean heat



THE Armstrong and Miller star replaced by Kris Marshall

X FACTOR 10/04/13 Nicole: I can't pick between show and album



X FACTOR bosses are facing a battle to sign former Pussycat Doll to

BIZARRE 10/04/13

Cara out in the cold after street shoot cancelled



POSH supermodel glum as Pepe Jeans posing ends due to lack

X FACTOR 10/04/13

Simon Cowell snubbed twice by Bafta awards



BRITAIN'S Got Talent and X Factor are NOT nominated for the telly

BIZARRE 10/04/13

Jay-Z: I'll buy Bey £2million isle in Bahamas



RAPPER is buying an island in the Bahamas so that his family can

By continuing to use the site, you agree to the use 1'd love to do okies. You can change this and find out more by following this link.

24 the movie, says hardman Kiefer



film chiefs would have









SHOWBIZ 09/04/13

Justin Bieb-Her gets girly new hairdo just like Rihanna's

SINGER opts for style voted the worst haircut of the 21st century



SHOWBIZ 09/04/13

Accept Cookies

Christina Aguilera flaunts curves in super tight jeans



SHOWBIZ 09/04/13

Brand asks Kardashians for orgy on US TV



FRISKY funnyman admitted he wants a foursome with the

BIZARRE 10/04/13

Liam: Beady Eye album to be called Be

AUDIO SPECIAL: LISTEN to band's new single Flick Of The Finger



BIZARRE 1 hr ago

Team Grimmy: DJ swaps radio for football at Spurs session

RADIO 1 host won't be taking over from Bale after picking up injury



SHOWBIZ 10/04/13

Caught Live: Horace Andy @ The Jazz Cafe, London

REGGAE legend Horace Andy takes to the stage in sold-out



TV 10/04/13

The greatest game show gaffes ever

AS Catchphrase returns with 5million viewers, we look back at the best bloopers



TV 09/04/13

Teen Mom's

By continuin **Farsalh** distissex agreet tape' with porn



ACTOR says he romped on camera with reality star



an change this and find out more by following this link.

Accept Cookies

TV 09/04/13

The Bearded Lady: People say I should be shot, but I feel sexier than ever



'GROWING my heard

SHOWBIZ 09/04/13

Pregnant Kim Kardashian in hospital dash

CURVY 32-year-old reality star is seen writhing in trailer of latest series of show



SHOWBIZ 09/04/13

Marcus Collins
is our Poser Of

The Week

SERIOUSLY, who does press-ups on the beach while on a Carribean



SHOWBIZ 10/04/13

Taylor Swiftly back on Harry Styles' agenda

VIDEO: AMERICAN singer's name was heard after Harry sang 'I'm in love with you'



TV 10/04/13

Is Lydia Bright morphing into Lauren Goodger?

TOWIE star does a tantastic impression of her former co-star



TV 09/04/13

Chloe Madeley strips off for her first ever topless shoot

RICHARD and Judy's girl poses half-naked with boyfriend Danny



TV 10/04/13

Cowell: I don't care if people think I'm gay

X FACTOR supremo also says he hires some women because he fancies them



SHOWBIZ 09/04/13

Scarlett moves on from ex husband with French beau

ACTRESS lets slip French Romain Dauriac is her man



SHOWBIZ 09/04/13

Chloe Green 'to move in with



Marc Anthony By continuing to use the site you agree to in change this and find out more by following this link.

Accept Cookies

SHOWBIZ 09/04/13 Rihanna and

move to the US to make romance work

Chris Brown have split again, reports claim



SINGER said to have called it a day to

SHOWBIZ 09/04/13 Georgia May in skull shirt as her dad's band



MICK Jagger's girl sets down in Sydney



SHOWBIZ 09/04/13 McAnnoyed:

Actor blasts fan in stage rage



JAMES McAvoy halts London play to confront

TV 09/04/13

Doctor Who stars enjoy the London high life

MATT Smith swings from the TARDIS as the cast film scenes for the



TV 09/04/13

Ashley Roberts: I really enjoy getting sweaty

DOI judge shows off super-sexy figure and reveals just how she



TV 09/04/13

Olympics in line for TV BAFTA

THE NOMINATIONS: COVERAGE of opening ceremony and spoof sitcom based on



SHOWBIZ 09/04/13

Halle Belly! Pregnant star's swell night

ACTRESS dons stunning purple frock at Buenos Aires premiere of her new movie



SHOWBIZ 09/04/13

1D fans win trolley dash at band's new superstore

VIDEO: TWO fans grab as much as they can from 02's 1D World



SHOWBIZ 09/04/13

Mutton dressed as Aerosmith: Posh award for leathery

rockers

By continuing to use the site, you agree to the use of cookies. You can change this and find out more by following this link.

Perry snapped at the

SHOWBIZ 09/04/13 Hello chaps!

Hello chaps! Little Mix girl's cowboy-style fashion fail

LEIGH-ANNE Pinnock looks ready for the rodeo in velour



SHOWBIZ 09/04/13

Lana Del Rey goes for Yeti chic in fluffy coat in Sweden

SINGER wrapped up in garment as she went for a walk in Stockholm



SHOWBIZ 09/04/13

Tum-tington-Whiteley is on Rih-lly hot form

MODEL exposes her toned midriff on a night



Accept Cookies

FEATURES 09/04/13

The breast and worst celebrity boob jobs



AS Corrie's Samia boosts boobs, we take a look at stars who have gone under knife

Contact Us Mobile No	ews Alerts Your View				圍
HOME	NEWS	SPORT	SHOWBIZ	MORE	
	Politics	Football	Bizarre	News	
	Sun City	Cricket	TV	Sport	
	Sun Says	F1	Film	Showbiz	
	Forces	Motorsport	Music	Lifestyle	
	Sun Justice	Boxing	Biz Sessions	Video	
	Captain Crunch	Wrestling	Celebrity Index		
		Rugby Union	Clubz		
		Rugby League			
		Golf			
		Tennis			
		Racing			
	ı	ı	ı		
				SEARCH	

© News Group Newspapers Limited Registered in England No. 679215 Registered office: 3 Thomas More Square, London E98 1XY. "The Sun", "Sun", "Sun Online" are registered trademarks or trade names of News Group Newspapers Limited. This service is provided on News Group Newspapers' Standard Terms and Conditions in accordance with our Privacy & Cookie Policy . To inquire about a licence to reproduce material, visit our Syndication site. View our online Press Pack. For other inquiries, Contact Us. To see all content on The Sun, please use the Site Map. The Sun website is regulated by the Press Complaints Commission (PCC)

Our journalists strive for accuracy but on occasion we make mistakes. The Sun ombudsman will correct significant errors. Please contact her at ombudsman@the-sun.co.uk

By continuing to use the site, you agree to the use of cookies. You can change this and find out more by following this link.

Accept Cookies