



Four oversized babies wearing nappies and crowns advertise Paddy Power bookmakers on the tube for baby betting odds.



the guardian

1.50pm BST With 13 days to go until the royal baby's official due date, four oversized babies wearing nappies and crowns advertise Paddy Power bookmakers on the tube for baby betting odds. Photograph: Rex Features



METRO



msn.com Paddy Power sent these 'babies' on a tube train in London to dance to the royal baby's impending arrival, now less than two weeks from everything from the new royal's hair color, gender, name, university & career — even the name of the kid's first girlfriend or boyfriend.

Will one take the Tube? Paddy Power gives commuters a shock with royal baby look-alikes



Or would Paddy Power send a pair of royal baby look-alikes on the Tube to advertise the arrival of the royal baby? The answer is yes, as the bookmaker's giant babies are seen on the Tube for the first time. The babies are dressed in nappies and crowns, and are holding signs that say 'Paddy Power'.

Facebook post from Paddy Power: "We've got a special surprise for you... four oversized babies in nappies and crowns on the Tube. Bet on the royal baby's hair color, gender, name, university & career. Paddy Power bookmakers." Includes a photo of the babies and a list of betting odds.

Four Huge "Royal Babies" Spotted In London Tube. It is a hilariously reprehensible ad stunt by betting site Paddy Power. Includes a photo of the babies and social media sharing buttons.

Brands gear up for Royal baby windfall

digital spy article snippet: "The birth of the child is expected to help boost CRM on the day after the big event, according to figures for the Centre for Retail Research." Includes a photo of the babies.

MarketingWeek article snippet: "The baby's arrival is expected to be a big day for bookmakers, with Paddy Power leading the way." Includes a photo of the babies.

proexamples article snippet: "Paddy Power sends giant ugly babies around London in royal birth stunt." Includes a photo of the babies.

Stockmarkets Paddy Power sends a group of nappy-wearing infants around London to promote their market of royal bets on the royal baby. Includes a photo of the babies.

Over-sized royal babies take over London - pictures. Includes a photo of the babies holding signs with betting odds like '11/4 Red' and '2/1 Brown'.

THE HUFFINGTON POST UNITED KINGDOM. Just 13 Days To Go... Includes a photo of the babies.

orange Giant Babies Urge Londoners to Bet on the Royal Infant's Hair Color. Disturbing stunt of the year by David Kiefaber.

ADWEEK article snippet: "William and Kate's incoming royal baby has been a hot topic of conversation in England for a while now, but apparently it's also the subject of high-stakes betting." Includes a photo of the babies.