

## Taco Bell Pairs with Sports Illustrated for Sexy Online Campaign

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Taco Bell and Sports Illustrated have jointly launched an online ad campaign that allows users to pretend they're photographers snapping photos of a sultry supermodel.

The campaign, created by Draftfcb Orange County, includes a new Web site called DirectDaniella.com. The site features interactive videos of 2008 Sports Illustrated swimsuit model Daniella Sarahyba presented in several Grand Cayman Island settings.

Using their mouse to control the pseudo camera, users can snap photos of Sarahyba as she talks to the camera, plays volleyball, reclines, poses, strolls, nearly gets bit by a parrot, and does other stuff in her bikini. The photos can then be downloaded or sent to friends.

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