Willy was frightened of everything and everybody. The suburban gorilla gang called him Willy the Wimp. But one day Willy saw an advertisement that began ‘DON’T BE A WIMP!’ and decided it was time he made a few changes.

Exercise, a special diet and an intensive bodybuilding programme soon have the desired effect – or do they...?

Picture from: http://www.theguardian.com/