

# **NEW YORK POST**

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## **A SHIRT TEASE IS HBO AD**

**By HOLLY M. SANDERS**

*May 13, 2005* -- Here's one way to get the young, hip and easily bored to watch your still fledgling television show: bring the TV screen to them.

Brand Marketers, a San Francisco-based firm that specializes in unconventional advertising tactics, has devised a high-tech piece of clothing to do just that.

To promote HBO's "Entourage," the firm has built LCD screens — the kind used in laptop computers and other portable devices — into the front of T-shirts that will play clips from the show. (The

battery-powered shirts project high-quality picture and sound, and weigh in at just 2.5 pounds.)

This weekend, "brand ambassadors" — in other words, leggy models who can always get past any velvet rope — wearing the high-tech shirts will be dispatched to some of New York's hottest nightspots like Marquee and Bungalow 8.

The idea is to get wannabe clubgoers waiting in line interested in the show about three guys from Queens and their film star buddy. For those who get turned away, or who decide to club hop, the models will offer them a ride in their "Entourage"-themed Humvees equipped with TVs.

Brand Marketers is carving out a niche by helping companies like HBO figure out how to push the boundaries of marketing.

Most of its ideas fall into a small but growing field known as "non-traditional" advertising that involves everything from hiring the above-mentioned brand ambassadors to wrapping cars.

There are a lot of upstarts trying to get into the business, but Brand Marketers believes investing in new technology allows clients to better evaluate the impact of their work, as well as stand out. For instance, Brand Marketers uses satellite technology to keep tabs on people hired to hand out product samples by making sure they stay in a designated

area.

"I'm a techno geek," said Creative Director Adam Hollander. "You have to stay ahead of the marketing curve."

Admittedly, some of his ideas have been a little too edgy. HBO nixed a campaign for prison drama "Oz" that involved dressing people in jumpsuits and loading them onto buses as "too scary." The cable channel, however, approved the "Entourage" campaign.