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## Summer Movies Go for "Cool Factor"

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In Los Angeles, *Anchorman* satellite news vans have been spotted rolling through town. In Detroit, the *I, Robot* trailer has been spied playing on T-shirts. In Wal-Marts just about everywhere, Spider-Man has been observed posing with shoppers.

Whatever happened to hyping movies on billboards?

"[With] a billboard, you don't know who's going to see it," says Adam Hollander of the San Francisco-based firm Brand Marketers.

Hollander's company is behind the *I, Robot* trailer T-shirts, which are exactly what they sound like they are: T-shirts that play the coming-attraction clip for the upcoming [Will Smith](#) movie in full-motion video and over four speakers.

The T-shirt is one of the catchiest movie promos of the summer--a summer that began with Sony making a deal with Major League Baseball to affix the *Spider-Man 2* logo to the league's ballparks and very base paths.

The Spidey-on-second idea was short-lived--baseball and Sony scaled down the marketing effort after it was derided by fans, but June 11-13 remained "*Spider-Man 2* Weekend," even if in name only, at stadiums across the country.

To Mitch Litvak, president of entertainment marketing firm the L.A. Office, out-of-left-field ideas are worth the effort and occasional headache because they "absolutely [have] an impact."

"Whenever there's something out there that touches the moviegoer in a different way, it's a way of breaking through the clutter," Litvak says.

More specifically, Litvak says, it's a way of breaking through to the multiplex-dwelling teen and young adult.

"The cooler it is," says Litvak, "the better it hits with that audience."

Which brings us back to the *I, Robot* trailer T-shirt--something that, as Litvak puts it, exudes "the cool factor."

During the Fourth of July weekend, Fox set about to sell its \$105 million sci-fi actioner, opening July 16, on the backs of female models dispatched to movie theaters and other high-traffic destinations in New York City, Los Angeles, Boston, Detroit, Dallas and five other big-market U.S. cities.

The models were all wearing Hollander's trailer T-shirt innovation.

In Detroit, Hollander says, he instructed his street team to park in the lot of a home-improvement superstore and then walk to a movie theater across the street. The journey, he says, took 45 minutes because the *I, Robot* shirts, if not the models, attracted so many admirers.

Hollander says he's in talks to have his video-playing T-shirts hype other movies and TV shows. (He can't name names--"nothing is for sure," he says.)

But to Hollander, who is hardly impartial, his T-shirt makes marketing sense. "It's very hard to avoid," he says...