

## The Biz: Disney Channels Summer; Entourage Shows Its Cards

May 23, 2005

THE HEAT is on for Disney Channel: On May 31, the cable net will launch a new branding initiative, "So Hot Summer," with an ad campaign, new programming, a sweepstakes and a mall tour.

The central piece is an image campaign aimed at the net's target of kids age 6-11, tweens 9-14 and their families. In it, animated and live-action stars show up on families' doorsteps, move in and spend the summer socializing with everyone in the 'hood. Raven (That's So Raven) leads a block dance party and Stitch (Lilo & Stitch: The Series) raids a fridge.

Other show characters hang in a family room. The work was produced by Stun Creative, Los Angeles. Tag: "Disney Channel . . . All New and Made Just for You."

"Our goal is to use humor to make it all encompassing so kids of all ages feel a part of it, and moms and dads have a connection," said svp-marketing Matt Palmer.

An extensive media buy cuts across network and cable TV, while print highlights specific shows in kid and family pubs (Nickelodeon, SI for Kids, Disney Adventures, Boys' Life, Girls Life). Other elements include outdoor and radio ads, and online games. The advertising will also run internationally on 24 Disney Channels.

Dannon's Danimals XL yogurt is on board for a So Hot Summer sweeps June 5-10 during Disney Channel Original Movies (dubbed "DCOMs"). An ad will drive viewers to stores to play the instant-win game, which will be promoted on three million packs.

The winner will host a home DCOM premiere party with tween stars Ricky Ullman and Alyson Michalka of Disney Channel series Phil of the Future.

Michalka will also make an appearance at the Teen People Rock & Shop mall tour to Minneapolis, Seattle, Los Angeles, Chicago, New York, Philadelphia and Orlando, where a So Hot Summer booth offers 3D lenticular photos, interactive games and CD samplers.

### Entourage Seeks

### More Hangers-on

To secure a hip crowd for the premiere of Entourage's second season next month, HBO is launching a VIP card tying in with the show that promises to get its users beyond the velvet ropes.

The card, created by Lime Public Relations + Promotion, New York, is meant to mirror the show, which details the perks and liberties afforded to the rich and famous. "The whole idea is to capture the entertainment lifestyle," said Jim Anstey, vp/brand action director at Lime.

Perks with the card include 10% discounts at boutiques like Scoop and on Ben Sherman apparel. The card even gives access to a Los Angeles-based hairstylist who, for \$300, can provide a stretch limo pickup and a haircut any time of day. Overall, there will be about 300 marketers tying in including Jack Daniel's, PF Flyers and Absolut.

Lime will distribute 10,000 cards in New York, Chicago, Miami, Philadelphia, Los Angeles and San Francisco over a three-week period mostly through word of mouth. "The thinking is that you flash a card at a club, then someone will ask where you got it from," Anstey said.

The effort comes after HBO sent groups of models clad in T-shirts with embedded videoscreens showing highlights from the show to clubs in New York and Los Angeles earlier this month to

promote the DVD release of Entourage's first season.

The TimeWarner unit also is promoting the third season DVD release of Six Feet Under this month via a tractor-trailer with a large picture of a hearse on its side. FreeCar Media, Los Angeles, handled both of those efforts.

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