



G R A I N E Y P I C T U R E S

Clean Break: New York Times, June 2012

Schick Hydro branded web series Created by The Sibs
picked up by FOX for Fuel TV (summer 2012)

Original series created, shot & Directed by The Sibs in 2010, with Content & Company

Watch the original series sizzle:
<http://www.gpixer.com/projects/view/81/12>

Getting Out of a Rut With Help From Schick

By **ANDREW ADAM NEWMAN**

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WITH branded content, videos that emphasize entertainment over a marketing message, products usually are featured but not sold overtly.

For example, [BMW Films](#), a branded-content touchstone produced by the automaker beginning in 2001 mostly for online viewing, featured stars like Clive Owen in short films driving BMWs, but contained no sales pitches for the car. Likewise, a current online series by Denny's, "[Always Open](#)," features the comedian Dave Kochner interviewing other comedians while sitting in a booth at Denny's, but the only direct reference to the chain is when its slogan appears at the end of episodes.

Now a new reality series, "Clean Break," by the Schick Hydro razor, is taking the unusual step of neither mentioning nor showing the razor. The series, which will appear in six weekly episodes beginning Wednesday on Fuel TV, as well as online, refers to the brand only with occasional "Presented by Schick Hydro" messages.

In "Clean Break," three men in their 20s and 30s — Luke Rodgers (whose brother is the Green Bay Packers quarterback Aaron Rodgers), Steven Helmkamp and Chase Penny — are initially shown partaking in what can be humdrum personal and professional routines. Then they are flown to Hawaii, where they are subjected to physical challenges like diving with sharks, surfing perilous waves and jumping out of an airplane.

