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DAILY CANDY

“Clean Break” Web Model
June 2010

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A ADVERTISING AGE 10 MONTHS AGO

Schick Puts Brand First in 'Clean Break' With Web Model

The action-sports series, created by [Schick](#) and brand studio Content & Co. , is being distributed by [Sony Pictures Television's Crackle.com](#) starting this week. The property's inverse business model began with the company's desire to associate its new...

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Companies like Content & Co. reinforce our position that brands need to be storytellers and engaging with consumers in new ways.

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The business has evolved where we are both competitive and collaborative, based on the opportunity

SOURCE: ADVERTISING AGE
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It's not enough for a media partner to say, 'I know I can get you 6 million people with this,' ... That's great. I have 30 million people at my stores each week. Maybe if I can get point-of-purchase materials, we can help you.

SOURCE: ADVERTISING AGE
10 MONTHS AGO



But it still comes down to the quality of the content. If an advertiser can be attached to a deal, that's great. But do we think it's a great fit for Crackle, or something a Crackle viewer would want to see?

SOURCE: ADVERTISING AGE
10 MONTHS AGO



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