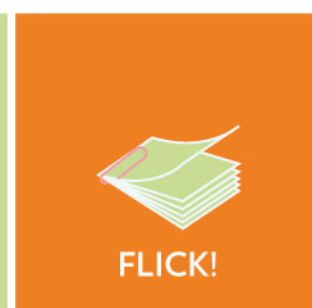
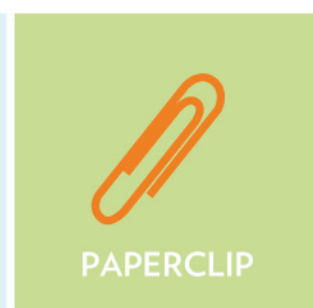
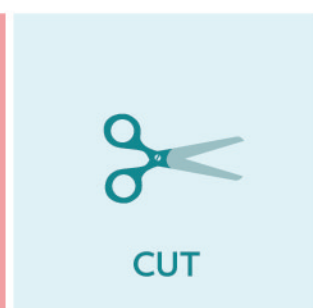


HOWIES AND THE GIANT LABEL

In this high speed, high powered digital age that we live in, your brand message has the ability to reach people in an instant; any time, any place. If people are too busy to step into your store, if they are running too fast to notice your poster, too tired to read your advertorial, too iTuned to listen your radio promotion and too Tivoed to watch your telly ad, then you can always give them a virus. Sorry, I mean a viral. You can always twitter and facebook and ping and pong and wham and bam and thank you spam ... But stop. Message alert. It isn't just about getting close, or even making contact. Surely our message would be more effective if we found new ways for our media to physically engage.

When Howies had the idea to replace the little inch-square instruction label inside their jeans with a foot-long label, they created a whole new canvas for communication that enabled them to tell you far more than how to wash at 30 degrees. They created the space to tell the story of their denim, and so after finding the scissors to cut this would-be uncomfortable label out of your new jeans, you will probably take the time to read this new media message in your hand.

Remember, 'New Media' doesn't just mean digital media... **KEEP IT REAL**... Find new ways for your media to physically engage...





To hear this story and more visit
THE CHALLENGER PROJECT
an online resource for Challengers from eatbigfish
www.eatbigfish.com