



Give It Up for YouTube

In recent years, distributors have begun to promote themselves in silly ways via YouTube videos. You'll likely recall Gene Geiger, president/CEO of Geiger Inc. (*asi/202925*), translating a conversation between a ground squirrel and tourists or describing the motivations behind modern art to gallery visitors. (Remember the brilliant punch line, "Oh that's a pony," that Geiger delivered with classic straight-man seriousness?) These videos were part of a broader *Geiger Gets It* campaign, creating a significant stir among industry professionals and customers nationally.

Now Brand Fuel (*asi/145025*) follows suit with its own clever YouTube videos. Perhaps the funniest is entitled Brand Fuel Daredevil, featuring a helmeted Danny Rosin (Brand Fuel's co-owner) as a one-person quality control machine.

Brand Fuel has posted other videos focused on attracting new employ-



Danny Rosin and Robert Fiveash of Brand Fuel (*asi/145025*) cracking up on one of their YouTube videos.

ees. One pays tribute to Rosin's partner, a quirky Robert Fiveash who roams the halls of Brand Fuel's offices in a manner reminiscent of Steve Carell in the sitcom *The Office*. Another shows the whole Brand Fuel team partaking in their annual Halloween tradition of wearing costumes to a nearby Waffle House for breakfast. Each of the viral videos end with the Brand Fuel URL.

"Since we began posting the videos seven months ago, we have seen a 40% increase in new visitor traffic to our Web site. We've yet to notify clients specifically when we add a new video, but we do encourage them to visit the site (www.brandfuel.com) often to see the latest updates. We also use viral marketing and send links directly to clients via BF newsletters and alongside surveys," says company spokesperson Meredith Linden.