

# in case you *missed* it

## Digital Moments of the Month

### OLD SPICE, NEW TRICKS



And the MVP award for increase in body wash sales (not to mention buzz for marketing firm Wieden + Kennedy) is...the manly man himself, Old Spice guy Isaiah Mustafa. The 71-year-old brand's current campaign, which includes hilarious TV ads and viral videos, is not only the talk of the town, it's also being lauded as the reason behind an [incredible 107% jump in sales](#). If you haven't yet experienced "the man your man could smell like," [check out this gem](#), where the shirtless wonder proposes to a woman on behalf of one of his Twitter followers.

### 3D COMES FULL CIRCLE

If you've been considering the future of 3D from all angles, look no further than Sony's new [RayModeler](#), the type of sans-glasses, cylindrical 360-degree display that once seemed impossible unless you were Luke Skywalker. Factor in the buzz surrounding Panasonic's [first consumer 3D camcorder](#) (available this fall), and the future of 3D really is now.

### ATTACK OF THE IPAD CLONES

Will the iPad be master of its domain? Looks like we'll know soon enough, with [rivals](#) like the Dell Streak (a smartphone/tablet hybrid) and the GENTOUCH78 (a Kmart best-seller) already rolling out. The true test, however, is yet to come. If rumors are to be believed, consumers should have significantly more (and more affordable) options to choose from this holiday season, including Dell's Looking Glass and the Google Chrome OS Tablet.

### DAILY CANDY THINKS OUTSIDE THE INBOX

Geo-notification company Xtify has partnered with "deal du jour" purveyor DailyCandy to create a sweet [new mobile app](#) that alerts users of proximity to a recommended sale, store, or restaurant, available only for Android-powered devices—for the moment anyway. Xtify hopes this is just the beginning of beautiful friendships with partners ranging from the retail to the travel industries.



### CHECK OUT THE LATEST CHECK-IN

If you love Foursquare and you love entertainment, then you'll really [love the new wave of "check-in" services](#) looking to strengthen your relationship with your favorite shows, movies, books, and more. In the same way that Foursquare "socialized" locations, these services (all available as Web or iPhone apps) thrive on the ways in which loyal fans experience, and more importantly share, entertainment in their everyday lives. Word is that even the networks themselves are tuning in to this trend.

### LEANBACK AND LOOK AHEAD



Watching YouTube is about to become as easy as watching TV. Currently in its Beta testing phase, a new service called [YouTube Leanback](#) allows viewers to visit the site and watch a stream of full-screen, high-definition videos—uninterrupted—based on individual

YouTube account preferences. According to Google, YouTube Leanback is best utilized on a larger screen, which is to say it will most likely play a major role in Google TV, set to launch later this year.

### THE PROS OF COMIC-CON

They came. They saw. They got their geek on. Thousands upon thousands—including stars, fans, and [EW's finest](#)—flocked to San Diego last month for the annual pop-a-palooza that is Comic-Con. This year's most talked about unveilings included [trailers](#) for future blockbusters like *Tron: Legacy* and the latest *Pirates of the Caribbean*, heroic performances from celebs like Ryan Reynolds, Samuel L. Jackson, and Robert Downey Jr., and a taste of Fall TV, ranging from *Glee* to the new *Hawaii Five-O*. And speaking of the latest and greatest in pop culture, check out EW's new iPhone app, where you can get your Must List, now on the go. (Also available on iPad and iPod Touch.)



## What are *you* excited about?

We are excited about all the targeting advances which continue to help advertisers find a qualified user vs. just serving impressions. We continue to improve display metrics for acquisition goals by using dynamic retargeting, look-alike modeling and data base providers in combination. All this contributes to a more successful ROI for display and fills the funnel with more qualified people generating more online searches.

—Cheryl Huckabay  
 Principal, [Click Here](#)

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