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**gigantic**

## **Gigantic™ Launches Suite of Websites Tracking Fashion, Food and Travel in Real-Time**

*"Brands need to embrace their users in real-time," said Bernard Urban, President + Creative Director of Gigantic, "Social Media is not a place for brands to simply extend an advertising message. It is a place for them to become advertising."*

New York, June 24, 2009 -- Gigantic, a New York City based digital advertising agency, has launched a suite of websites built on the Twitter API. The sites aggregate Twitter feeds of everyone who is using Twitter in the fashion industry, travel industry and food/drink/restaurant industries, creating standalone media that covers these conversations in real-time.

"We see them as valuable resources for people who want to keep abreast of what is happening around fashion, travel and food--as it happens. Both consumers and industry insiders." said Bernard Urban. "It is also a great way to demonstrate to our clients that we innately understand how to leverage this technology in unexpected ways. We really get it."

"Understanding Social Media is a growing concern for modern brands. We understand the technologies associated with these media and create strategies and platforms that can make brands successful in the space," said Urban.

<http://www.travelstreamz.com/>  
<http://www.tablestreamz.com/>  
<http://www.fashionstreamz.com/>

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