

# IAB SmartBrief

## Marketer News

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### **VW minivan stars in TLC road-trip series**

TLC.com has partnered with Volkswagen to launch a three-month Web-only reality series, "The Great Getaway," which follows a family on a road trip through Arizona. Volkswagen is also sponsoring family-travel-related content on TLC's website, as well as on the Discovery site HowStuffWorks.com, to promote its Routan minivan. [MediaPost Communications/Marketing Daily](#) (8/18) **Share:** [in](#) [f](#) [t](#) [E-MAIL](#) [RELATED STORIES](#)

### **Sabra spreads its message on BakeSpace.com**

Sabra, seller of hummus and other Mediterranean foods, has tapped Gorilla Nation to create recipe videos on BakeSpace.com. Sabra also has a BakeSpace section with user-submitted recipes and articles on Mediterranean food. [Mediaweek](#) (8/18) **Share:** [in](#) [f](#) [t](#) [E-MAIL](#)

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