

GREAT FALLS TRIBUNE

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BUSINESS

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Red Ant Pants star

Like a lot of young businesses, Red Ant Pants doesn't have a big marketing budget.

The White Sulphur Springs-based company sells work wear designed for women. Sarah Calhoun founded the company about a year and an half ago.

When a friend with film experience offered to help her create a commercial, Calhoun originally planned to post it on her Web site.

Then someone suggested that she try YouTube, the online user-submitted video site.

The commercial went up early last week and Calhoun soon learned the reach of the Internet.

"We had 1,500 hits and it was not even up a week yet," she said. "I'm not very hip on YouTube, but the feedback we've received already is tremendous."

Calhoun's filmmaking friend is Cindy Stillwell of the Montana State University-Bozeman film department.

The actors were recruited friends who volunteered.

"We filmed from sunup to sundown on a pretty limited budget," she said.

The two-minute humorous commercial opens with a scene of two guys and a pickup that's stuck off the road. Three women stop to help, but neither party has a chain for a tow. The solution is a pair of Red Ant Pants.

See it at

<http://www.youtube.com/watch?v=iIwcRKXGhro>.