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New YouTube Channel visits ‘those’ businesses where you wonder “How are they still in business?”

Melbourne-based TV commercial director Travis Crosbie has launched a new YouTube series that aims to provide a behind-the-scenes look at businesses that have defied the odds and stood the test of time.

- TV Commercial Director starts a YouTube channel focusing on businesses that make you think ‘how are they still in business?’
- A quirky, funny, and at times, gross look at Melbourne businesses and the people behind them.

We’ve all driven past them, you know the ones, those shops that are either always empty, haven’t been updated since the 70’s, or you swear to your friends they’re simply a drug front.

Dubbed "How Are You Still In Business", the series will take a humorous and quirky approach to exploring stores that appear to be outdated or empty and prompt viewers to ask themselves, "how are they still in business?". The episodes will follow the unique and fascinating stories of the owners, with Crosbie's signature style of humor.

Crosbie said the idea came as pure coincidence. “Simon (the guy behind the camera) and myself have worked together for years. We always wanted to make something ourselves where we had full control of the narrative, make something really engaging that people will actually want to watch, and have some fun along the way. Originally, we wanted to feature hand-crafted businesses, a kind of art-of-the-craft series. Then we met Jimmy, and everything changed”

The Jimmy he is referring to is Jimmy Ketoglidis from Jimmy Buttons in Fitzroy; a small haberdashery store, and the feature of the [hilarious first episode](#) of the YouTube series. “As soon as I met Jimmy, I knew he was such a character. He could seriously have a reality TV series based on just him and his crazy personality. I just had to get this onto screen. I knew there were many other businesses out there like Jimmy’s, and nobody has really been in them to speak to the owners”.

Each episode is short, sitting just under 5 minutes. “That’s by design,” Says Crosbie. “I wanted them to be short. Honestly, the YouTube algorithm would favor longer videos, but I feel a short and snappy video would tell the story, but be short enough to keep everyone’s attention”

It’s early days for the channel, with only a few episodes created, but Crosbie assures us there’s more to come. “Simon and I have been hard at work filming a few more episodes, and I have more businesses I’m talking to for future episodes. Watch this space for some interesting new businesses”

Viewers can find "How Are You Still In Business" on YouTube at youtube.com/@howareyoustillinbusiness. The series promises to provide a fresh and unique perspective on businesses that have stood the test of time and is sure to be a hit with fans of quirky, humorous content.

Multimedia gallery



Jimmy from Jimmy Buttons in Fitzroy

A variety of media for this launch, including promotional images in various formats, and images of Travis can be found via this Google Drive link:

https://drive.google.com/drive/folders/1B3ZL2oa_MTkx5SNlpx99BrFooj6NNnNn?usp=share_link

About Travis

Travis Crosbie is a TV Commercial Director, writer and filmmaker based in Melbourne, Australia. For over 10 years, Travis has created commercials for many well known brands from around the world. Storytelling has been a big part of his work over the years, and is using his skills as a director and interviewer to start the new YouTube channel "How Are You Still In Business".

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