Viral Marketing for Voltron Movie?

Contributed by Arus
Thursday, 05 July 2007

I was searching for more information on the JJ Abrams (Lost, Mission Impossible III) monster movie called Cloverfield and came upon this article:

Analyzing JJ Abrams’ Cloverfield: Voltron, Godzilla, Lost, Gamera

which mentioned that many "fans" were speculating that it wasn't a "monster" movie but something related to a Voltron movie (and others, including Godzilla). But this url below was what got me interested seeing that JJ Abrams is definitely using some viral marketing for the promotion of his new film:

http://voltronblog.com/

This site was recently registered yesterday:
http://whois.domaintools.com/voltronblog.com

Registrant:
Brian Reichle
3812 N. Lupine Lane #B
Calabasas, California 91302
United States

Registered through: GoDaddy.com, Inc. (http://www.godaddy.com)
Domain Name: VOLTRONBLOG.COM
Created on: 04-Jul-07
Expires on: 04-Jul-08
Last Updated on: 04-Jul-07
Administrative Contact:
Reichle, Brian
3812 N. Lupine Lane #B
Calabasas, California 91302
United States
(614) 507-4227

Technical Contact:
Reichle, Brian
3812 N. Lupine Lane #B
Calabasas, California 91302
United States
(614) 507-4227

Domain servers in listed order:
NS1.DREAMHOST.COM
NS2.DREAMHOST.COM
NS3.DREAMHOST.COM

Nothing on the site but a big grey/black image stating the year 2008

Something to keep an eye on.

Update:

The registered phone number is actually for an OHIO area code (614) specifically Columbus, OH.

And according to Yahoo! Maps and Google Maps, the registered address is in a residential community on a culdesac.

Interesting to note.