



**MessageMakers**

experiences that transform

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## **MESSAGEMAKERS PRESENTS THREE VIDEOGRAPHER AWARDS TO CLIENTS**

**Lansing, Mich. (December 2, 2008)** - Three local organizations were recently surprised by statuettes as MessageMakers employees delivered Videographer Awards won for video projects done for these clients. The Videographer Awards mark video productions that have the highest levels of excellence.

"Be Red Cross Ready," a video designed to accelerate fundraising for the Mid-Michigan chapter of the American Red Cross, received an Award of Excellence in the Creativity/Use of Graphics/Design category - the highest possible honor. The same piece also won an Award of Distinction from the Communicator Awards.

Rick Weaver, the video's director of photography, noted that "this composition was engaging in that it included narrative testimonials from three area citizens about their experiences with the Red Cross and its supportive services. We wanted the video to visually illustrate the profound impact that the Red Cross has on the community."

A public service announcement promoting the 11th Annual East Lansing Film Festival won another Award of Excellence, in the TV Spots/Amusement/Entertainment category.

Tim Whalen, motion graphics designer for MessageMakers, implemented the animated video from concept to delivery. "It was one of my favorite projects yet," Whalen says. "I was proud to see that we won an award for it."

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In the Creativity/Use of Graphics/Design category, a performance test produced for Lansing-based Triton Industries' Manitou Pontoon Boats won the Award of Distinction. This video was created to showcase the unique capabilities of the Manitou line's patent-pending Sport Handling Package (SHP).

Tom Lietz, senior video editor at MessageMakers, notes that "We used motion graphics displaying 3D models of the boats to supplement our real-world helicopter footage, emphasizing the tremendous performance advantages of the SHP. It's great to see our graphics work honored like this."

MessageMakers produces experiences that transform worldwide in a number of arenas: creative media (high-definition video, audio, print), public information campaigns, instructional design and event production services. This year alone, the company has won eight awards for the quality of its work. For more information, visit [www.messagemakers.com](http://www.messagemakers.com).

The Videographer Awards are designed to honor excellence in video productions, TV commercials, news programs, and new media. Each year, the awards are judged by the Association of Marketing and Communication Professionals (AMCP). Criteria include a high level of excellence and work that can serve as a benchmark for the industry. For more information, visit [www.videoawards.com](http://www.videoawards.com).

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(From left) Jennifer Crawford and Tom Lietz of MessageMakers present a Videographer Award to Greg Van Wagenen, Director of Marketing and Communications for Manitou Pontoon Boats.



Tim Whalen of MessageMakers, center, presents a Videographer Award to Susan Woods, second from right, Director of the East Lansing Film Festival, and her team.

**High-quality .JPGs or .TIFs available.**