



MessageMakers

experiences that transform

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FOR IMMEDIATE RELEASE:

4 HERMES AWARDS FOR MESSAGEMAKERS

Lansing, Mich. (May 13, 2009) - MessageMakers has been announced as an award recipient in the Association of Marketing and Communication Professionals (AMCP)'s Hermes Creative Awards 2009 competition.

MessageMakers, headquartered in Old Town Lansing, provides marketing/PR, creative media, instructional design and event production services around the world for diverse audiences.

Platinum awards were received for a promotional video for MSU's James Madison College and for "Ride Forever," the closing video for this year's Harley Owners Group training programs.

"We used some really cool technology for Ride Forever," notes Tom Lietz, senior video producer. "We shot green screen rotations of bike parts and, from that, created photorealistic 3D graphics that you wouldn't be able to shoot. This imagery of motorcycle parts coming together mirrored the great people who come together to ride and have fun in the Harley Owners Group."

Adam Cate, primary videographer for the James Madison piece, notes that "the various JMC students, faculty members and distinguished alumni made this an easy project to work on. Their pride and passion for their school was very obvious."

A promotional video for the Lansing JazzFest and Old Town BluesFest received a gold award in the competition.

"Having a video that captures the celebratory essence of our festivals is an extremely valuable tool," says Sharen Lange, festival coordinator and publicity director. "It allows me to share effectively the unique experience we offer."

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Additionally, the company got an honorable mention for its video for the Lansing Regional Chamber of Commerce's Economic Development 2008 video.

Ian Busch, videographer for the piece, noted that "it was great, as someone who lives and works in Lansing, to get to see how local businesses are succeeding and share those stories."

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. In 2008 alone, the company won nine national awards for the quality of its work. For more information, visit www.messagemakers.com.

The Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional and emerging media. The competition is administered and judged by the Association of Marketing and Communications Professionals. For more information, visit www.hermesawards.com or www.amcpros.com.

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