



MessageMakers

experiences that transform

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FOR IMMEDIATE RELEASE:

MEDIA PRODUCER UNVEILS INNOVATIVE BRANDING AT OPEN HOUSE

Lansing, Mich. (December 8, 2008) - At this year's holiday open house, MessageMakers will unveil the organization's biggest gift to itself - a new brand identity. The open house will be held Wednesday, Dec. 10, 4-8 pm at 1217 Turner St.

The new MessageMakers logo is styled as a "viewfinder," consisting of four vibrantly red, open-ended brackets. It evokes a camera - a reminder of the firm's highly touted, high-definition video production - but also represents the greatest value of MessageMakers' event production, instructional design, marketing/PR and other media production services.

"When you're shooting footage, you use the brackets to decide what's in and out of the shot. Essentially, you're choosing one story of the many that could be told and working to tell it well," says Tom Lietz, senior video producer. "That's the essence of what we do: to frame an experience, based on our clients' needs, and do so in a way that has the potential to transform their audience - whether we're making a video, planning an event, or designing training."

Tina Ray, editor and writer, agrees. "What is central to our work is digging to the core of our clients' need and their story, cutting out anything that gets in the way, then presenting it in a manner that draws on the emotions and encourages change and action in their audience.

"You see that in our work. For example, we've produced a video that shared the stories of how the local Red Cross does vitally needed work for the community but is solely funded by private donations - and the videos have helped the Red Cross accomplish their fundraising goals. Not many dry eyes there, either.

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“Or there are the worldwide training events we produce from the ground up - from the training content to the stages and scrimms, everything - that have invigorated chapters of the Harley Owners Group, helping it grow from 450,000 to over 1,200,000 members worldwide.”

Clients agree. Kim Sibilsky, executive director of the Michigan Primary Care Association, notes that “thanks to MessageMakers’ expertise, guidance and creativity, MPCA’s video effectively tells the story of community health centers and how they benefit Michigan’s communities and citizens.”

Erin Lietz, operations director, comments, “Anytime you’re reinventing your branding image, you’re forced to re-examine your company and what it reflects. I think our new logo demonstrates MessageMakers’ ability to develop open, communicative experiences with our clients.”

The redesign is a significant departure from the previous logo, which combined diamond and triangle shapes with an M in the middle.

Company president Terry Terry notes that “our goal continues to be creating experiences that transform people and helping our clients achieve their desired outcomes.”

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. For more information, visit www.messagemakers.com.

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NOTE TO MEDIA:

Members of the press are welcomed to the MessageMakers holiday open house - 4-8 pm Wednesday, December 10, at 1217 Turner St., Lansing, Mich. RSVP to www.messagemakers.com/rsvp/ appreciated.

Visuals: Video demos, studio tours, stacks of new branding materials, uniquely die-cut business cards, newly branded front window.

Refreshments: Food and beverages provided.