

FOR IMMEDIATE RELEASE

**SPRINGTIME BROUGHT AMBITIOUS NEW BROADCAST,  
DIGITAL MARKETING, DRTV AND MULTI-MEDIA  
PROJECTS TO MI**



MR. MET AT CAESARS



MOUNTAINEER CASINO  
RACETRACK & RESORT



JULIUS "DR. J" ERVING AT THE TAJ

**Pennsauken, NJ-** Media Imagery Studios at Cooper Center literally traveled coast to coast this spring producing nearly every example of contemporary digital video marketing for broadcast advertising, DRTV, corporate communications, web content, interactive and digital signage content.

**Harrah's Entertainment and Caesars Atlantic City** selected MI to create and shoot a series of humorous video vignettes featuring "Mr. Met" the mascot of the New York Mets. Shot in HD throughout Caesars and the Pool at Harrahs, the short vignettes followed Mr. Met enjoying the outstanding amenities at Caesars to be displayed on huge HD monitors at Citifield. Moorestown, NJ-based **Zucconi Idea Agency** returned to MI for the complete production of a series of retail, point-of-sale digital signage promos for Sleep Innovations.

**Sienna Products** of Livermore, CA selected MI to create, shoot and produce HD digital sales promos for their complete line of steam-based cleaning products and garment steamers. Maryland's **Gaga Marketing** selected MI for a variety of corporate communications projects and broadcast TV spots for Mountaineer Gaming Group, Mountaineer Casino, Racetrack and Resort, Scioto Downs and Presque Isle Casino.

MI also completed direct-response television spots and HD sales segments for **Donna Hoffman Consulting's** Pleat Sheet and Emjoi Elegant products and HD segments were also completed for the Spinner and Dry Lint Vac products for Philadelphia's **Licensing Services International**. **Trump Taj Mahal** selected MI to produce a web-delivered HD Video News Release of the 60th Birthday Event in honor of basketball legend Julius "Dr. J" Erving featuring some of the biggest names in sports and entertainment in attendance. **Rosetta**, the largest independent interactive marketing agency in the US returned to MI for the complete production of corporate communications media for several of their global pharmaceutical clients. The media was shot on-location by MI in New York, Los Angeles, Philadelphia, San Francisco and Charlotte.

**Complete information on Media Imagery's award-winning production services can be found at [mediaimagery.com](http://mediaimagery.com) or at the Media Imagery gallery on Facebook.**