



## **Corporate Branding Case Study**

Our client, Golf Gaming Association, approached The Media Message with a script and concept for the audio drama “Death on the 16<sup>th</sup> Fairway,” a murder mystery trilogy.

Our task was to create a downloadable audio drama, CD package, and eBook, as well as coordinate and manage an aggressive and comprehensive marketing campaign.

From the first audio recording to the media placement, The Media Message took on and dominated the challenge.

**Audio** – The Media Message handled the top-quality recording with 15 character voices, and mixing of the final product.

**Graphic Design/Packaging** – The Media Message conceptualized and created a logo and additional graphics for “Death on the 16<sup>th</sup> Fairway” products, marketing materials, and the web site.

**Web Development and Maintenance** – The Media Message worked with the web team to build a sleek interactive and informational web site. We handle frequent updating and site maintenance to keep it fresh and interesting.

**Social Media** – The Media Message launched a social media campaign on Facebook and Twitter to keep customers up to date on “Death on the 16<sup>th</sup> Fairway” latest news.

**Media Placement** – Key media bookings and placements for “Death on the 16<sup>th</sup> Fairway” were secured on major networks and in mainstream publications.