

News from: Farris Marketing

Date: December 16, 2009

Contact: George Farris, president/CEO • (330) 782-8061/(330) 770-9496
Shaun Vaughn, animator • (330) 782-8061

Farris Marketing Creates Animations for Dunkin' Donuts, Car Dealers and Sports Teams

BOARDMAN — Move over Pixar. Farris Marketing is not making movies, but they are lighting up scoreboards of sports teams and creating excitement on websites, videos and TV commercials across the country with custom 3-D animations.

Dunkin' Donuts of Hartford, Connecticut asked Farris to create an animated scoreboard game that is a variation on the "shell game" in which donuts are shuffled rapidly. Fans at sporting events guess where the Dunkin' Donuts logo will end up.

The Hartford Wolf Pack, an American Hockey League team, retained Farris to create several sponsored animations played during game situations. These include 3-D versions of the popular chants "Fight," "Make Some Noise" and "Goal!"

Farris also created several sponsored animations and game situation entertainment for the Norfolk Admirals, of Norfolk, Virginia.

And the "Dodge Dash," an animated race between Dodge vehicles, was created by Farris for Virginia Beach Dodge.

Farris employs state-of-the-industry 3-D animation software to aid its skilled designers, artists and web developers.

Farris animations are used in TV spots, videos, websites and entertainment venues.

Farris Marketing is headquartered in Boardman, with offices in Cleveland and Tampa.

##