

News from: Farris Marketing

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Farris Marketing Creates More Animations for Professional Sports Franchises

BOARDMAN — During time outs and between periods, basketball and hockey fans' attention turns to the scoreboard suspended high over the court or ice, where entertaining games and promotions are often seen.

For the past several years, Farris Marketing of Boardman has been a noted provider of these clever animated pieces that dazzle with their colorful design and often fast-paced action.

Recently, Farris designed and created animations for these professional teams:

- for the **Austin Toros**, a minor league affiliate of the NBA's San Antonio Spurs: an in-game promotion involving an animated slot machine.
- for the **Guelph Storm**, a Canadian Hockey League team from British Columbia: a "Dodge Dash" car race on the ice on behalf of one of the team's sponsors, Wellington Motors.
- for the **Abbotsford Heat**, an American Hockey League team from British Columbia: a "puck shuffle" animation.

Farris is also presently working on an animated open for the Norfolk Admirals of the American Hockey League. The firm previously created several in-game scoreboard animations for the Admirals.

Each of the animations was conceived and designed by Farris using state-of-the-art animation software. Each has a number of different variations to encompass various outcomes of the games.

Farris Marketing, headquartered in Boardman, develops and executes strategic marketing efforts and produces the required components including websites, sales materials, advertising and internet marketing.

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