

News from: Farris Marketing

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Farris Marketing Creates Animation for Library TV Spot Promoting Financial Literacy for Kids

Farris's in-house animators create whimsical atmosphere to appeal to children and adults

YOUNGSTOWN, OHIO — When the Public Library of Youngstown & Mahoning County wanted to help spread the word about its new Smart Money for Kids program, they turned to Farris Marketing to help develop a campaign that would catch children's attention but also speak to their parents.

Farris responded with an animated TV spot which was produced entirely in-house, featuring whimsical characters and settings designed by Farris's own animators. Among the scenes depicted are a stylized boy looking on as money grows on trees, shoots out of an ATM and floats down from the sky.

The TV spots promote the Library's new financial literacy project for children, Smart Money Kits for Kids. The spots and the kits were created as part of a "Get Smart with Your Money" grant, which the Library received from the Financial Industry Regulatory Authority (FINRA) Investor Education Foundation in partnership with the American Library Association.

The Smart Money animation is the latest of many animations created in-house by Farris Marketing. Among them have been technical animations for the Solar FlexRack, Baird Bros. Sawmill and the Mahoning County Sanitary Engineering Department, as well as scoreboard animations for the Mahoning Valley Thunder and several minor league hockey franchises in the U.S. and Canada.

Farris Marketing, headquartered in Boardman, develops and executes strategic marketing efforts — including websites, sales materials, advertising and internet marketing — for a diverse roster of clients.

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