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Catching Up with the Moses Anshell Crew

Happy holidays! At Moses Anshell, we're busier than Santa and the elves, and there's much to be happy about:

We worked with TV's toughest trainer, Jillian Michaels from 'The Biggest Loser', and ...

Who handled a national launch event in Los Angeles with Sports Authority and Nintendo? Wii did.

Sports Authority and Nintendo of America joined together to sell Wii and Wii Fit Plus in 102 of the sporting good stores, complete with in-store demo units and trainers there to help people try before they buy. Working closely with Avista Studios in Chicago, Moses Anshell handled advance and on-site media relations; outreach to mom, gaming and fitness blogs; and event management from helping structure the event to landing the right star power. We worked with "TV's toughest trainer," Jillian Michaels, and her team on talking points and more.

And this was no ordinary event: 102 people joined in the "largest Wii Fit Plus demonstration," getting a workout with the rhythm boxing game while Jillian worked the crowd, offering encouragement here and tips there as the cameras rolled. We helped land more than 90 million impressions in one weekend, from the Hollywood Reporter to three live segments on Good Day L.A. When it comes to PR, Jillian thinks we're in great shape.



Two more in the MA family

Moses Anshell has added two leaders to its merry band of misfits. The national marketing agency based in Phoenix recently hired Craig Hedges as Vice President/Creative Director and Jason Scott as Director of Business Development.

Craig comes to Moses Anshell from the ASU Foundation, where he was Senior Creative Director. Craig has an impressive background that spans big Los Angeles ad agencies and national design firms, and was a partner in his own shop, Six Degrees, for 9 years. He also is a faculty associate at ASU's Herberger Institute for Design and the Arts. Craig's resume includes national accounts such as Acura, Fairmont Hotels and Resorts, General Motors, Siemens Medical, Cadillac, KFC and Carl's Jr.

Also trying to remember co-workers names is Jason Scott.

He brings to Moses Anshell more than twelve years of experience in marketing, branding, public relations, advertising and e-commerce - working for such clients as the Arizona Department of Health Services' anti-tobacco program, the Arizona Lottery, Best Western International, Phoenix Children's Hospital, the Phoenix Zoo and SunCor Development Company. Jason was a partner at the local interactive firm Sugar Creative and held senior positions at two other major local marketing and advertising firms in the past decade.



Ear Candy campaign rocks!

We like to make a buck or three just like anyone else. But we also have a soft spot for those who quietly do great work to make life better in the community. Enter Ear Candy, a non-profit that helps fund music education for children and collects donated musical instruments for kids that need something to play.

The Moses Anshell team, along with a professional photographer and stylist, donated tens of thousands of dollars worth of hours to develop a new ad campaign for Ear Candy. We recreated classic rock album covers using kids that are helped through the Ear Candy program.

The work will be on T-shirts, banners, brochures and more and will help Ear Candy stand out in the crowd and get its message across, a message that literally is making a difference in many, many kids' lives.



Adding to the trophy case

Moses Anshell had a big night at a recent public relations awards gala. MA won a top prize, the copper anvil, for our work with the New York City launch event for the latest World of Warcraft video game. On the surface, the job was to grab attention for a midnight launch event in Manhattan for one of the hottest video games on the globe. But the more subtle challenge was to deliver sales results, grab attention for Best Buy as an active participant and draw an event crowd. Moses Anshell utilized a traditional and social media toolbox - from courting national media to blog seeding to using a Twitter event page. The result was Best Buy grabbing a nice share of the event spotlight, 800 people in line, and more than 1,000 hits across the US and UK for our photos posted on TwitPic.

Moses Anshell also received an award of merit for our work with Earth Hour 2008. We faced very limited dollars and time but spread the word locally and nationally and help move the mayor, key businesses and residents to take action. Our efforts led to a tremendous media response and \$130,000 in donated media. And the lights went out. The city skyline went dark for an hour-a symbolic gesture that caught international attention and saved enough energy to power 11,000 homes.

About Moses Anshell:

Moses Anshell is a national full-service marketing firm based in Phoenix, Arizona. Situated in the heart of downtown Phoenix in a renovated warehouse, the 25-year-old agency was founded by Louie Moses and Jos Anshell, still partners today. Moses Anshell is the only Arizona agency to win the prestigious Clio Award. It has six. The agency was named one of the top 20 creative shops in the country by Advertising Age's Creativity Magazine. For more information, visit www.mosesanshell.com.