

Marketers & Ad Agencies Use Hot Spots From Gmanmusic.com for Instant Radio Advertising

LOS ANGELES, Calif. /Send2Press Newswire/ – When a company needs to get a marketing message out to targeted audiences very quickly, nothing works better than the radio commercials called ‘Hot Spots’ from G-Man Music & Radical Radio, states Brian Forest, spokesperson for the Los Angeles production company.

“The 60-second commercials from G-Man Music are all fully-produced using creative concepts from award-winning advertising writer Scott G, who has worked on successful campaigns for everything from automobiles to zippers,” Forest stated.

“Music on the ready-to-go spots is from recording artist The G-Man, whose albums are on iTunes,” says Forest. “The last G-Man album spent 6-months on the national Masspool Dance chart,” Forest added. (Scott G is The G-Man, in case you didn’t guess.) Actors in the spots include Scott G, Shari Verona and Susan Rabin (of Dan Hicks & His Hot Licks).

At the end of 2004, Scott G’s voice and G-Man’s music were featured on 8 radio spots for aerospace giant Goodrich, four commercials for Verizon Wireless, and one for the Auto Club. This is in addition to work for such firms as Warner Bros., Universal Music, PayLess Shoes, Micron Technology, and many more.

“The creation of radio advertising is one of the most creative aspects of my career,” G states. “I know many recording artists look down on commercials, but I love them. The challenge to be imaginative and persuasive in such a short space of time is always exciting,” G added.

Scott G/The G-Man is a creative director for NARIP, a member of NARAS (the Grammy organization), and a journalist for Immedia Wire Service and MusicDish.

Scott G writes and composes for ad agencies, production companies, and clients of every size, from corporations to individual retail clients. “Everyone from Ameritrade to Zenith,” Forest said.

The G-Man’s album tracks may be sampled at iTunes, delvianrecords.com, digipie.com, 96decibels.com, cdbaby.com, audiokingdom.com and many other sites.

Marketing and ad agency executives can hear or download a selection of GMM+RR Hot Spots at:

www.gmanmusic.com

As Forest states, "For radio-ready advertising that uses top talent at a low price, Hot Spots are smokin'!"

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