

GameBeat Studios Completes Production on Third Spot for Wal-Mart's Voices of Color(TM) Campaign

CHICAGO, IL (SEND2PRESS NEWSWIRE) – GameBeat Studios recently announced completion of the third of four spots in the Wal-Mart Voices of Color(TM) Film Series promotional campaign. The spot began airing nationally on television broadcast and cable outlets, including TBS and TNT.



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Studios, an innovative production and sound design house primarily serving the advertising industry, was commissioned last fall to create four spots for Wal-Mart on behalf of Chicago-based E. Morris Communications. The spots feature original music, commanding vocals and authentic sound design. "We were asked to create music that was powerful, universally appealing, yet distinctly urban and reflective of a true inner city vibe," said Darryl Duncan, President & CEO of GameBeat Studios. With a commitment to perfection and professionalism, Duncan employed the use of GameBeat's state of the art equipment and a group of talented vocalists, musicians and voice-over artists to achieve the task. According to E. Morris Communications, the advertising agency representing Wal-Mart, GameBeat captured the vision of the campaign perfectly.

"GameBeat's work on the Voices of Color(TM) promotional campaign was imaginative and creative," said Barbara Stieglitz, Agency Producer at

Chicago-based E. Morris Communications. "On each of the spots, they delivered a unique feel and sound and they managed to do so despite intensely tight schedules. "GameBeat is always ready and the work is always excellent," Stieglitz added. "The vast majority of people in our business tend to look to music houses in New York or L.A., but GameBeat is quite a find and it's right in Chicago!" she said.

GameBeat is currently producing music and sound design for the fourth and final spot promoting Wal-Mart Voices of Color(TM) Film Series. The fourth spot will air in June. To view the spots in their entirety, visit: <http://www.gamebeatstudios.com> and click on portfolio.

The Wal-Mart Voices of Color(TM) Film Series is an ongoing initiative designed to highlight the range and depth of the African-American experience through film. The series includes films ranging from timeless classics to contemporary favorites. For more information, visit: .

GameBeat has created and produced original commercial music for clients like Toyota, McDonald's, ComEd, Kraft, the Illinois State Lottery and more.

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