



2005 COMMUNICATOR AWARD

Arlington, TX – BlueStar Media is the recipient of a 2005 **Crystal Award of Excellence** for the political campaign ad “Make Way for Menino.” Keep reading for more on our campaign work for The Committee to Elect Maura Hennigan.

RECENT PRODUCTIONS

MAKE WAY FOR BLUESTAR MEDIA



Boston, MA – In the final weeks of the Boston Mayoral campaign, the race began to really heat up. As media consultant and spot producer for candidate **Maura Hennigan**, BlueStar Media was there to fan the flames and get Councillor Hennigan the media attention she needed.

BlueStar's spots for the Hennigan campaign hit first, airing a radio ad which used sound effects to illustrate some of the election year issues and poke fun at the mayor at the same time.



But it was the next ad, “Make Way For Menino” that really ruffled feathers. The 30-second TV spot was a parody of the popular children's book “Make Way For Ducklings” using original illustrations in the style of the McCloskey book and attention-grabbing sound design to cut through the typical clutter of the political campaign. The spot garnered increased media attention on the campaign, with press coverage locally and in newspapers worldwide, including the Washington Post and the Guardian in the UK



BlueStar finished up the campaign with two more radio ads, and two television spots—one attacking the Mayor for the city's lack of emergency preparedness and one featuring our candidate's plans for the city.

Media consulting services for the campaign included media buying and message development with the campaign's communications team.

A BUSY FALL: ICE CREAM, INSPIRATION AND INNER CITIES



Needham, MA – This Fall was a particularly busy one for BlueStar as we completed a number of “quick turnaround” projects for both new and repeat clients.

Vetro Robertson, a San Diego advertising agency, called on BlueStar to help with franchisee communications for their client **Baskin Robbins**. BlueStar's knowledge and experience working closely with **Dunkin Brands** was key to the success of the shoot.



Longtime client **Cognex Corporation**, a Natick technology company, needed an inspirational video opener for their annual National Sales Meeting. BlueStar came through with an exciting video entitled, “Together We Succeed”, featuring dynamic visuals of teamwork intercut with pictures of Cognex employees.



And Boston-based non-profit **Initiative for a Competitive Inner City** used BlueStar's creative solutions to produce a series of video openers for their annual Inner City Economic Forum. BlueStar developed and furnished them with five differently themed montages for the seminar series, and with the tight production schedule in mind, delivered them electronically for use at the event in Chicago.

UPCOMING SHOWS

HARVARD UNIVERSITY VIDEOCONFERENCE ON BIOETHICS

BlueStar has begun pre-production for this spring's Videoconference on BioEthics. Showcasing Harvard University's leadership in all of the areas of study that affect the important issues of the day, the program will feature a distinguished panel of Harvard scientists and faculty, and will be hosted by renowned legal expert and television personality Arthur Miller. The 90-minute show will originate in New York City before a 200-person audience and be streamed to and from audiences in Cambridge, Massachusetts and Dallas, Texas.

For more information:

Visit www.bluestarmedia.com to view samples.

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