



Moses Anshell is packing our bags for a busy week

Greetings! This is going to be another busy week around Moses Anshell and we wanted to keep you posted on what's cooking...

Marina from our PR department will be traveling today through Friday to New York City to attend [Pepcom's Holiday Spectacular!](#) The show offers influential national media a preview of this holiday season's hottest consumer electronics items. Hundreds of journalists will be in Manhattan representing names such as ABC, NBC, Rolling Stone, the Associated Press, BusinessWeek, CNN, Consumer Reports, the L.A. Times, the New York Times, the Wall Street Journal and USA Today. Moses Anshell also was at the show last year. Marina will be representing [Performance Designed Products \(PDP\)](#), one of our video game clients. She will be working the Energizer booth talking about [PDP's Energizer-branded recharging stations](#).



Speaking of PDP, Louie and Jodi will be at a video shoot on the beach in Santa Monica Thursday through Friday, finalizing a viral video for the upcoming launch of "Squeeballs Party," a new video game for the Wii, Nintendo DS/DS Lite/DSi, Apple iPhone and iPod Touch. What's a viral video? Something that will be amusing, help spread the word about the launch, and could help introduce Louie and Jodi to security guards. Where will Bully and El Toro show up unannounced? Can they top their adventure in Las Vegas? Follow along on [facebook](#) and [twitter](#).



Bully

El Toro

Don't expect Erica to hold down the fort. Our research and strategy guru will be gone, too. She leaves today for Los Angeles and Denver, followed by Seattle and San Francisco next week. She will be traveling alongside a major client to observe focus groups and consumer research. Insights will help launch future campaigns.

The rest of us? We'll be here working on everything else so give us a call if you need anything.

The Moses Anshell crew

About Moses Anshell:

Moses Anshell is a full-service national marketing firm based in a hip converted plumbing warehouse in downtown Phoenix, Arizona. We offer advertising, public relations, social media, interactive and digital skills, brand strategy and research, media planning and buying, and more. Moses Anshell has worked with Nintendo and U.S. Airways, Ubisoft and products for Rock Band and Guitar Hero, Best Buy and World of Warcraft, an indie rock band and two wineries served in the White House. Find out why at www.mosesanshell.com