

Media Mayhem Corporation Spreads Intense Fear Campaign with Horror Network



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Los Angeles, CA – Media Mayhem Corporation (MMC) has kicked off 2009 with a myriad of murder, suspense, chaos, and downright thrilling campaigns, leaving sponsors and consumers chillingly satisfied with the results of its wall-to-wall push of street, online, and mobile campaigns that ran globally over the last couple of months.

Boasting such figures such as the over 25.4 million views along with 8.7 million unique monthly visitors on the company's direct Horror Network, MMC managed to capture an impressive 83 percent of adults in the prized 18 to 49 age group on such sites as Horrorwatch.com, Horrornews.net, Screamqueen.com, Buried.com, Palaceofhorror.com, Brimstone.org, Allhorrorfilms.com, Horror.net, and dozens of others.

MMC was pivotal in the online campaigns for such blockbuster films as My Bloody Valentine 3-D which has grossed over \$60 million dollars in just 3 weeks since its theatrical release, Kiefer Sutherland's Mirrors DVD campaign which incorporated a street team campaign that literally saw thousands of 8x8 see thru blood splattered window

clinging promotional signs that were placed on bathroom mirrors of nightclubs and restaurants across the country from Los Angeles to New York.

The person coming upon the promo would then read directions to solving the mystery of the blood splatter telling them to "Text "Mirrors" to a code via cell phone and hear what happened at that spot where the promo was placed. The campaign also featured a full blown wall to wall multilayered marketing and pr blitz with a WAP mobile site, SMS video messaging, a viral component, and over the air transfers.

MMC proudly took part in a blistering campaign for the theatrical release of Saw V which saw a domestic opening of over \$30 million dollars and eclipsing with a global take of over \$113 million dollars by the end of its run. The company picked right up with Paramount Pictures The Uninvited...once again creating an original out of the box campaign taking in over \$20 million dollars in its first week of release.

The slashing just wasn't on the silver screen but also on your PC screen as MMC moved to games where they helped move thousands of copies of the cult fan friendly and critically acclaimed journey The Lost Crown: A Ghost-Hunting Adventure. The game, created by Johnathan Boakes, allows the player to use ghost hunting gadgets such as night vision cameras and E.V.P. to uncover secrets in a seaside town on the eastern England coast.

From games to books...MMC launched two successful campaigns for the horror novels Kill 4 Me , written by Joel M. Andre, and W.L. Hoffman's The Soulstealer War.

"Our eyes are wide open to the horror genre, says MMC President Scott Messick. We have been looking closely over the last year and the entire industry is booming, we feel that we would be doing ourselves a dis-service by not addressing our accomplishments over such a short period of time and that we are finding new and exciting ways to reach out to the horror consumer. We had a number of exciting campaigns and contests for movies like Pathology, Joshua, and Stir of Echoes 2 in conjunction with the 2008 Scremfest Film Festival. Our goal in 2009 is to keep grabbing larger projects, proving that Media Mayhem is unlike anyone else out there and taking pride in our originality. Our Horror Network is growing on a monthly basis by the thousands and as long as we continue to expand, we believe our opportunities will as well."

About Media Mayhem Corporation – www.mediamayhem.com

"Fusing experience, strategy, technology, and drive"

Media Mayhem's slogan of "fusing experience, strategy, technology and drive" describes a full-service advertising representation firm. Services include online and offline marketing, and event sponsorships. The firm specializes in building lifestyle-based advertising solutions for clients and engaging consumer audiences through branded film, music, art, fashion, sports, technology, entertainment and lifestyle experiences, across niche vertical markets.

Since its inception in 2006, Media Mayhem (mediamayhem.com) has created hundreds of successful campaigns as well as merged with Grace Advertising which has hosted dozens of exclusive parties and red carpet events in France, Italy, Canada - and cities across the United States including Los Angeles, New York, Miami, and Chicago.

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