

## Hyperbolic Gives Voice to the Devil

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New York, NY (May 5, 2009)--Hyperbolic Audio recently brought its voice casting, recording and mixing services to bear on a quirky re-branding campaign entitled StopGoodTV.com for creative director Michael Migliozi.

Award-winning creative Migliozi hit new heights with a scenario that features the Devil, trying to dissuade viewers from tuning into the launch of NET (New Evangelization Television,) the recent rebranding of The Prayer Channel. Although endearing, the impish Devil's plea has quite the reverse effect, intriguing viewers to check out the new network in numbers that far exceeded expectations.



Migliozi, who recently announced the launch of his new Hollywood-based shop, Forza Migliozi LLC, was formerly partner and creative director of Cesario Migliozi/LA, where he created the concept for The Prayer Channel's previous campaign, WatchThePope.com. He also called upon Hyperbolic Audio's full service approach for this campaign, which heralded an innovative online guide to the Papal visit to the United States.

The humorous radio spot features Hyperbolic co-owner, Julian Rebolledo, a voiceover talent in his own right, as the announcer and a character called Vincenzo, who translates the English announcement into Latin, with the chant-like reverence of an official Vatican benediction. The unexpected twist at the end of the commercial brings home the message of this spot, and drove record numbers of viewers to the site. The radio spot--a YouTube favorite--introduced a fresh and irreverent message that set the tone for the channel's subsequent transition into NET, a re-branded network tailored to a more contemporary demographic.

The NET campaign, which had the blessing of The Diocese's TV arm, employs a thoughtful, comprehensive marketing strategy that reinforces its message through a wide range of mediums, including radio spots, MySpace and Facebook pages, a web site ([www.StopGoodTV.com](http://www.StopGoodTV.com)) and bus wraps.

Hyperbolic Audio  
[www.hyperbolicaudio.com](http://www.hyperbolicaudio.com)