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FOR IMMEDIATE RELEASE
ROKIT PROJECTS, INC. IS AT IT AGAIN!
CD ONE PRICE CLEANERS JUMPS INTO CREATIVE VIDEO CONTENT

Chicago, IL, June 12, 2014 ---- It's obvious. The era of original branded content is here. "We've got goosebumps," said Pasquale Iannino, President of Rokit Projects, Inc. "Working with a well-known, growing client like CD One Price Cleaners and creating brand awareness through three entertaining videos is a great opportunity."

CD One Price Cleaners envisioned content that is original, humorous and shareable. By working with creatives from Cates Collaborative, a Chicago based creative agency, a character named Gail Buttons emerged. Gail is a "wear-apist" who uses her expertise to guide everyday people with their clothing issues. She educates them about the convenient services CD One Price Cleaners offers. In each video, Gail Buttons meets the clients, at home, in their closets and bedrooms and offers advice regarding stains, storage and proper garment care in a humorous and informative way. "They wanted to produce videos that would engage an audience to want more," notes Iannino. CD One Price Cleaners wants to extend their brand to a wider audience, as well as implement more cleaning facilities throughout the Midwest and eventually the nation. "The ability to work with a clean slate gave us flexibility in our creative approach and allowed us to create a product that has lasting potential," said Iannino.

The videos can be seen on the CD One Price Cleaners Youtube page, website and through their social media. Rokit has also edited down three separate 15 second videos to play as online advertising for the company. Recently launched, these videos are begging to gain steam, no pun intended, and rock the world of an otherwise dry industry! "It's rewarding to work creatively with a client that's willing to challenge the norms in their industry. We've helped CD One Price Cleaners reach their customer in a fresh and entertaining way through video," said Patrick Loughman, Producer for Rokit Projects. Even CD One Price Cleaner's

VP of Marketing, John Morocco, could not hold back his enthusiasm. “Thanks to Rokit, our new video campaign results are off the charts. I would sum up my experience so far as great results, with both high integrity and creativity. I highly recommend Rokit and would be willing to provide a verbal recommendation.”

Rokit Projects, Inc. looks forward to a continued working relationship with CD One Price Cleaners creating original content for years to come.

ABOUT ROCKIT PROJECTS, INC:

The team at **Rokit Projects Inc.** takes pride in giving clients quality media services that include innovation and experience. The need to be innovative in one’s marketing approach is necessary for businesses to survive. Affordability is also important. From TV ads and online videos, to webisodes and interactive targeting, Rokit Projects, Inc. can conceptualize and produce efficient, effective media campaigns for businesses and individuals around the globe.

Rokit Projects Inc.’s commitment to quality and fast turnaround time are key factors that make them stand out from other media services. Our ability to produce on demand media is due to our experienced shooters and editors, as well as internal artists that have expertise using the latest technology and innovative styles.