

# results sheet



*I'm gonna do something good for my hater today, Lord help me with tomorrow" —Canton Jones*

Integrated Capabilities · Events · Digital Media · Video & Print · Channel Marketing



## **COLLABORATION:**

W&W Public Relations, Inc, Arrow Records, New Mount Olive Baptist Church & The Marome Agency

## **PROJECT:**

Arrow Records recording artist Canton Jones released his second single "Hater Day" from the Kingdom Business Album that was released in early 2008. The Marome Agency coordinated a "Meet-N-Greet" with the New Mount Olive Baptist Church Youth Ministry.

## **AUDIENCE:**

65 youth spectators and 20 adults

## **CHALLENGE:**

Coordinating an entertaining event that would excite the youth and generate general church membership participation

## **RESULTS:**

The Marome Agency under the advisement of W&W Public Relations, Inc. produced a successful meet-n-greet and performance for national gospel recording artist, Canton Jones. Canton was able to get his message across through personal and group interactions with youth furthering establishing the point of his message, "do something good for your hater today.