
DRUMROLL WINS SONY CONTRACT



A digital ad agency out of Austin, Texas, has received a contract to market Sony's new massively multiplayer shooter game for the PS3. **Drumroll** will handle online advertising for the highly anticipated game, including forays into social networking. The game allows players to join one of three private armies, each of which will have its own Facebook page and recruiters actively promoting the armies to online gamers. Drumroll is a relatively new company, in its second year, and has 13 employees. It has previously done work for Microsoft's MSN web portal and is currently working with the company on the rollout of the Internet Explorer 8.

<https://blog.granted.com/>