



### First Night Raleigh 2007

For the third consecutive year, Artsposure selected Metro Productions, a Raleigh-based design, video and printing firm, as the pro-bono agency for First Night Raleigh, the City of Raleigh's annual New Year's Eve celebration. This year's campaign was a parody of James Bond Movies—License to Thrill. Metro created and coordinated all aspects of the advertising campaign promoting the celebration, including Web site design, newspaper and magazine advertising, direct mail, point-of-purchase, radio and television advertising.

