

# REDMOND-REPORTER.com

(Online Circ.)

May 17, 2011

## PlayNetwork in Redmond announces John Crooke as new vice president of creative

Earlier this month, PlayNetwork in Redmond announced that John Crooke has been selected as the new vice president of the company's creative department.

Before his promotion, Crooke spent 18 months in creative strategy and content development at PlayNetwork, which produces media experiences for companies worldwide that include music, messaging, video and advertising networks.

Crooke's new role will focus primarily on strategic initiatives that leverage brand positioning, music, video, original content and new media development in order to drive new partnerships and key initiatives for retail brands, record labels and entertainment agencies.

"With his unique approach to multimedia solutions and experience in music and content-powered campaigns, John's thought leadership will fortify PlayNetwork's position at the forefront of breakthrough brand experiences," said PlayNetwork chief executive officer Lon Troxel in a press release.

At PlayNetwork, Crooke has utilized his years of music, strategy, and brand development experience to guide innovative branded entertainment projects exclusively for digital place-based and online network programming. Select projects include the artist discovery campaign Small Town Sound for young women's fashion retailer [maurices](#); original music and lifestyle features for Genesco's [Journeys](#) TV; the [Eddie Bauer](#) Emerging Artist Project; and [Nordstrom](#) youth fashion and music-focused BPtv.

"John's desire for excellence has consistently inspired his colleagues, clients and industry partners and his commitment and enthusiasm speaks for itself," said Brian Hirsh, senior vice president of creative services and licensing at PlayNetwork. "He has been instrumental in the vision and execution of core initiatives and he continues to lead strategic content development for our clients."

"I couldn't be more excited about being a part of PlayNetwork and working with such a phenomenal group of talented and passionate people," said Crooke. "Music, media, entertainment and brands are more integrated than ever and consumers are more in control than ever. PlayNetwork sits squarely in the nexus point of this convergence with the opportunity to make a powerful statement and tell emotional stories for our partners that have real meaning and relevancy for their audiences, fans and customers. For me, that's an incredibly inspiring place to be."

For more information visit [www.playnetwork.com](http://www.playnetwork.com).



John Crooke is the new creative vice president for PlayNetwork in Redmond. Before his promotion, Crooke had been in the company's creative strategy and content development department for 18 months. Courtesy of PlayNetwork