



Bruce Barker Wins Voicemy Award for Best Personal Branding at Voices.com

Voices.com, May 08, 2007

URL: <http://www.pr9.net/business/marketing/5528may.html>

Bruce Barker out brands them all in an International quest to find the best personal branding in the voice over industry.

PR9.NET May 08, 2007 - Toronto, Canada - Bruce Barker has enjoyed a number of fabulous opportunities in the world of voice over, but it didn't start out that way. For a time, Bruce tried to do it all, utilizing his wide range of vocal abilities as a voice over handyman. However, he soon realized that he could better serve niche markets by narrowing the vocal field a bit. Embarking on a journey whereby establishing a solid brand and to discovering his signature voice, Bruce followed the audio component up with some swanky artwork to complete the overall presentation of his vocal talent, reinforcing his original brand – branding that won him the prestigious honor of Best Personal Branding at the 2007 Voicemy Awards from the leading voice over marketplace, Voices.com.

Bruce's brand imaging has served him well, creating a unique packaging for his versatile voice. Everything that goes out the door with his name on it bears his distinctive logo, a brightly beaming yellow donkey carved from wood complete with a striking blue harness and a contagious smile. As the owner of a state of the art broadcast and voiceover recording studio, Bruce has commissioned multiple logos and branding pieces catering to his company and his unique voiceover services in particular.

In an acceptance speech, Bruce acknowledged Nancy Wolfson of Brain Tracks Audio (<http://www.braintracksaudio.com>), stating, "I'd been doing voiceover for a very long time, but Nancy's THE person responsible for getting me to the next level and the next and the next. That girl can do anything, and I'm living proof. Oh, and props to her artwork and web design go-to guy, Jason Sikes of VillageGreenStudios.com. Once we'd established the voice branding, Jason came up with the ultra-goofy (and absolutely perfect) donkey logo."

Voices.com and Voicemy Awards co-founder, Stephanie Ciccarelli says, "Bruce's unique style and branding, both vocal and visual, are stunning and we're proud to bestow this honor upon him as the first winner in the Best Personal Branding category."

To learn more about Bruce Barker, visit his websites:

<http://www.rightafterthis.com>

See also:

<http://brucebarker.voices.com>

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About Bruce Barker

While still a freshman in High School, Bruce entered the entertainment world as a small-town radio DJ in Western Alaska. In 1987 he moved to Southern California, and quickly expanded into voice work for Television, as well as Narration and Industrials/Corporate presentations. Launched full-time in 1999, Bruce's audio production company, RightAfterThis.com, generates everything from Internet TV shows to live radio broadcasts to audio books, all from a four-studio complex in North Hollywood, CA.

Bruce Barker's partial client list includes: Sony Playstation / Walmart (TV, National), Proflowers (Radio & Internet, National), Disney's Little Mermaid Platinum Edition (DVD), Pacific Life Insurance (TV, National), Green Light Financial (TV, Southern California), Muscle Car - Spike TV (National), and eHarmony Marriage Minutes (Radio, National).

About Voices.com

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Based in Ontario, Canada, Voices.com provides an online marketplace, facilitating transactions between business clients and voice-over professionals employing a comprehensive suite of web-based services. Clients that have worked at Voices.com include NBC, ESPN, PBS, The History Channel, Reader's Digest, Comcast, Nortel Networks, Bell Canada, Microsoft, Cisco Systems, ING, Western Union, Ford, GM, Jaguar, US Army, the US Government and more.

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