

design interact's second
 (unofficial) holiday e-card annual



6 **Drew Media: The Incident Before Christmas**



Santa has had a whole lot of eggnog and is dropping presents everywhere. You, the intrepid elf, must pick them all up before the old guy ruins Christmas. This is the premise of [The Incident Before Christmas](#) from Norfolk, VA's [Drew Media](#).

"As a growing company, we're looking to get our name out there, hook up with some creative clients, agencies and other industry professionals looking for a great team to grow with," says Eric Green. "The game was a great chance for us to create something without constraints."

And so it is. **The Incident has many of the ingredients for a successful e-card: great illustration, a lighthearted presence, a fun game and some humorous moments**

(watch out for the yellow snow Santa leaves behind.) All in all, the card took two weeks to develop and features cameo voiceover roles by various members of the firm. ▶

