



Sonic Gods Studios Creates Buzzworthy Brand Integration with Square in Groundbreaking Reality Competition Show "60 Day Hustle" on Prime Video

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Sonic Gods Studios is thrilled to announce an exciting partnership with Square in the groundbreaking reality competition series 60 Day Hustle, now streaming on Prime Video. This innovative show immerses audiences in the dynamic world of entrepreneurship, where contestants race against the clock to grow their businesses in just 60 days for a shot at winning a life-changing \$100,000 grand prize.

Square's integration into 60 Day Hustle enhances the viewing experience while providing valuable insights into the real-world tools and strategies entrepreneurs use to succeed. This collaboration highlights the essential role that technology plays in today's business landscape, making it a perfect fit for a show centered on innovation and entrepreneurship.

In an age where digital transactions and efficient payment solutions are crucial for business success, Square stands out as a leader in empowering entrepreneurs. By seamlessly integrating the tools from Square into the fabric of 60 Day Hustle, contestants are equipped to leverage technology to drive their sales and engage with their customers effectively.

Square's mission to simplify commerce for businesses aligns perfectly with the ethos of 60 Day Hustle, said Michelle Delamor, Co-Founder of Sonic Gods Studios and Executive Producer of the show. We are excited to showcase how entrepreneurs can utilize Square to streamline their operations, connect with customers, and ultimately grow their businesses.

The integration of Square is prominently featured throughout the series, with notable segments in Episodes 103 and 104 that illustrate its vital role in the entrepreneurial journey.

In Episode 103, viewers are captivated as contestants harness the powerful tools by Square to track their transactions and gauge their progress in real time. A dynamic graphic tracker, designed to mirror the actual Square platform, will visually display transaction counts and spotlight the entrepreneurs who are leading the pack. This engaging feature not only injects excitement into the competition but also underscores the critical role of data-driven decision-making in the world of entrepreneurship. The momentum continues to build in Episode 104, where the stakes are even higher. This exhilarating episode introduces a Battle Royale format, featuring 30 representatives from the entrepreneurs' target demographic. Contestants have the opportunity to pitch their innovative business ideas directly to the audience, who are encouraged to make purchases on the user-friendly Square POS systems, prominently displayed on pedestals throughout the venue. This dynamic setup showcases not only the contestants' creativity and sales acumen but also highlights how Square facilitates seamless, real-time transactions. Through our integration, we aim to demonstrate that the right tools can empower entrepreneurs to not only pitch their ideas but also drive immediate sales, said Michelle Delamor, Co-Founder of Sonic Gods Studios. The Square POS system makes it easy for customers to engage with and support these emerging businesses. By intertwining these elements, 60 Day Hustle emphasizes the essential relationship between technology and entrepreneurial success, illustrating how innovative tools like Square can transform the way small businesses operate.

The collaboration between Sonic Gods Studios and Square not only enhances the show's entertainment value but also serves a greater purpose: raising awareness about the importance of effective tools and strategies for entrepreneurial success. In a fast-paced environment where time is of the essence, having reliable technology can make all the difference in achieving business goals.

Moreover, 60 Day Hustle serves as an inspiring series for aspiring entrepreneurs, demonstrating that with the right support and resources, anyone can pursue their dreams.

As the contestants embark on their transformative journeys, viewers will be captivated by their struggles, successes, and the valuable lessons learned along the way. The integration of Square into 60 Day Hustle exemplifies the fusion of entertainment and technology, providing audiences with insights into how technology can enhance business practices.

Don't miss the chance to witness the excitement, creativity, and entrepreneurial spirit of 60 Day Hustle. Tune in to Prime Video to see how contestants leverage Square to grow their businesses and compete for the grand prize.

About Sonic Gods Studios

Sonic Gods Studios is an entertainment studio dedicated to creating compelling stories that connect with audiences across the globe.

About Square

Square is a financial services and mobile payment company that provides tools to help businesses simplify commerce. From point-of-sale systems to online payment solutions, Square empowers entrepreneurs to manage their sales, engage with customers, and grow their businesses effectively.

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For more information about Sonic Gods Studios, contact the company here: SonicGodsStudiosMichellecontact@sonicgods.media

Sonic Gods Studios

We're a conduit for brands to harness the power of unscripted TV entertainment. Our originals are inspiring, powerful stories that connect with audiences across the world.

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