



DIGITAL MARKETING

GLOBAL PROFESSIONAL SERVICES COMPANY

STAYING THE COURSE

With approximately 373,000 people around the world, the company enables clients to become high-performing business and governments by developing and implementing technology solutions. This Global Professional Services Company provides a broad range of services in strategy, consulting, digital, technology and operations.

The Issue

The company relied on its sponsorship of the World Golf Championships not only to build global name recognition, but to foster meaningful business development opportunities.

To coordinate with its green initiative and lessen its carbon footprint, the company was looking for an impactful yet cost effective to promote the event to clients and client-engagement leads alike.

How We Helped

Content Creations worked with the company's Global Event Marketing stakeholders from concept to completion to develop an interactive video highlighting the event that could be distributed to clients and client-engagement leads via multiple channels.

Beginning with development of a branded storyboard and script, Content Creations helped develop the concept in coordination with the company's Creative Services team. They navigated the multiple approvals needed from the company's Global Event Marketing stakeholders, brand team and celebrity spokesperson and upon approvals developed the interactive video including soundtrack and special effects.

The video was then output in various formats that could be displayed on kiosks, hosted on the Global Event Marketing Sharepoint site or e-mailed directly to clients and client-engagement leads to encourage business development participation at the event.

