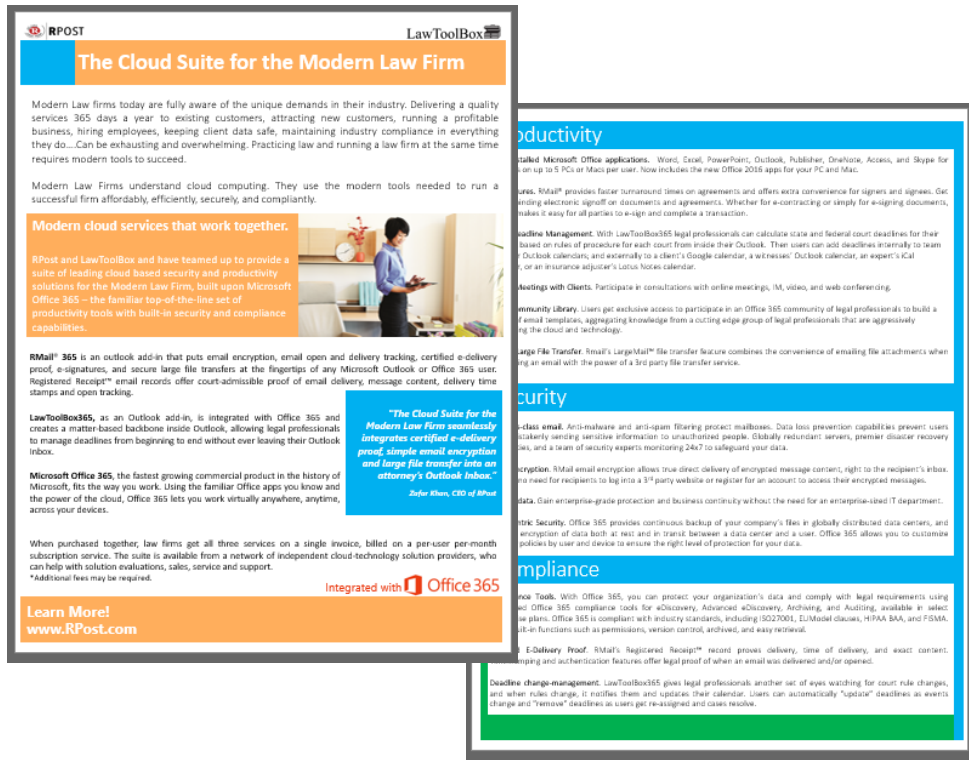


CASE STUDY: ON DEMAND MARKETING



Microsoft featured two strategic ISV partners' cloud based solutions in a "better together" bundle with Office 365.

CSG developed custom copy to highlight bundled features and benefits, leveraged corporate approved marketing collateral, to produce a conference-ready handouts featuring partner offers and Office 365.

Client: Microsoft

Need

Showcase strategic partner offer as well as Microsoft Office 365.

Solution

Design and brand a two page collateral to address target audience.

Budget

\$20,000

Duration

Two weeks

Goal

Deliver professional handout to be distributed at WPC/Inspire

Result

"The Cloud Suite for the Modern Law Firm" produced and delivered for distribution at the conference expo hall.