

The client is a fast growing **Big Data and Analytics** company, who has acquired a set of F500 clients across the world and received multiple awards and recognition globally.

BUSINESS NEED

- **Transform** the existing Sales collateral to make it upto date and in line with the Sales Strategy
- **Standardize** the look and feel of the collateral
- **Use** graphic and visual communication to communicate clear message to the target clients

CHALLENGES

- Content was **more inward focused** than client focused
- Content had **redundancy** and **duplication**
- There was too much **detail** and **message** getting lost

ENABLED SOLUTION

- **Discovered** the Sales and Marketing Strategy and **identified** the gaps between strategy & existing content
- **Designed** the **content architecture** to ensure that all content supported the Sales Strategy
- **Developed** content to ensure high level **Client focus, eliminated** content gaps & **integrated** with aesthetically pleasing graphics
- **Reviewed** content with multiple stakeholders to ensure maximum acceptance across the organization

DELIVERED SERVICES

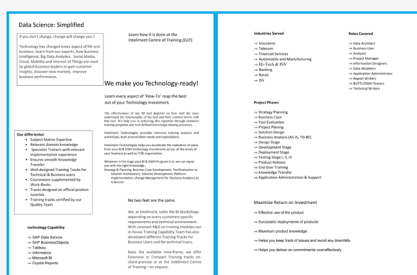
- Content Transformation Consulting
- Content Design
- Graphic and Visual Design

IMPACT AND BENEFITS

- **Sales proactively used content** for their Sales meeting as well as during events/exhibitions
- **Quality of content helped** to create a positive brand impact on clients and prospects

TECHNOLOGY

- Adobe **InDesign**
- Adobe **PhotoShop**
- Adobe **Illustrator**
- Adobe **Acrobat**

ORIGINAL CONTENT

TRANSFORMED CONTENT

14

ARTEFACTS TRANSFORMED
02

MONTHS DURATION
80+

GRAPHIC OBJECTS INCORPORATED
35»21

PAGE CONTENT REDUCED

“ MindIT brought about a significant transformation to our Sales and Marketing content by making it sharply focused on the client. By applying the principles of ‘Less is More’, our content now is crisp and, with innovative graphics, has created an enhanced brand image of our organization. Delighted !”



Prashant Pansare, Managing Director, **Intelimint**