

New thinking for new media. Accenture turns to UpShift for a fresh interpretation of their brand.



**industry**

- technology
- business consulting

**deliverables**

- sales collateral
- direct mail
- magazine ad
- trade show graphics

**challenge**

Accenture is a global management consulting, technology services and outsourcing company. Their innovative Customer Relationship Management (CRM) solutions tool, created with Siebel, enables businesses to reach new heights of performance through marketing, sales and customer care.

An innovative product deserved innovative marketing. Our challenge was to deliver cost-effective sales materials to educate potential customers at trade shows and in sales meetings.

**solution**

We helped the sales team customize brochures, trade show materials, correspondence and leave-behinds to cater presentations to the prospects' unique IT and CRM needs.

Deliverables included brochures, trade show graphics, PowerPoint presentations and direct mail postcards. Some were built as editable PDF documents so that the sales team could customize on the fly before presentations and print at local print shops around the nation.

**results**

Our solution demanded a thorough understanding of Accenture's brand identity standards in order to develop a comprehensive set of flexible design templates.

To give the presentation materials stopping power, we found ways to freshen the approach to photography, chart styles and layouts, yet maintained the correct tone and style of the Accenture communications family.