

CLIENT:	DIRECTION: External
TITLE: Case Study—program	APPROXIMATE TIME: 2 to 3 minutes (about 500 words)
PROGRAM:	DESIGN NOTES: This should have a hook to get them interested and move quickly enough to keep their attention.
AUDIENCE OF PIECE: Existing potential clients	
OBJECTIVE OF PIECE: To provide a 2-3 minute PP.	
KEY MESSAGES:	

Scene	Script	Graphics and Music
Act 1		
1	There are many ways to reach your customers. You know it and your competition knows it. It's important to have the right marketing solution. Wouldn't it be nice to have an advantage?	
2	X's program needed a unique way to provide their partners with demand-generation tools, valuable industry knowledge, and collaborative online events to help grow their business.	
Act 2		
1	To accomplish this, X created:	
2	Event series webinars	
3	An "Extreme X Program Makeover" YouTube video	
4	A landing page for their partners and customers	
5	A website	
Act 3		
1	The X events were attended by over 850 targeted viewers.	
2	These solutions have led to increased sales leads.	
Act 4		
1	X's creative staff is prepared to help you make a difference. Let us	

	<p>help you with:</p> <ul style="list-style-type: none">• Communications strategy and planning• Program development• Messaging facilitation• Brand creation• Adherence to corporate and product identity• Go-to-market planning <p>Contact our Sales Staff now to see how we can help with your marketing needs.</p>	
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