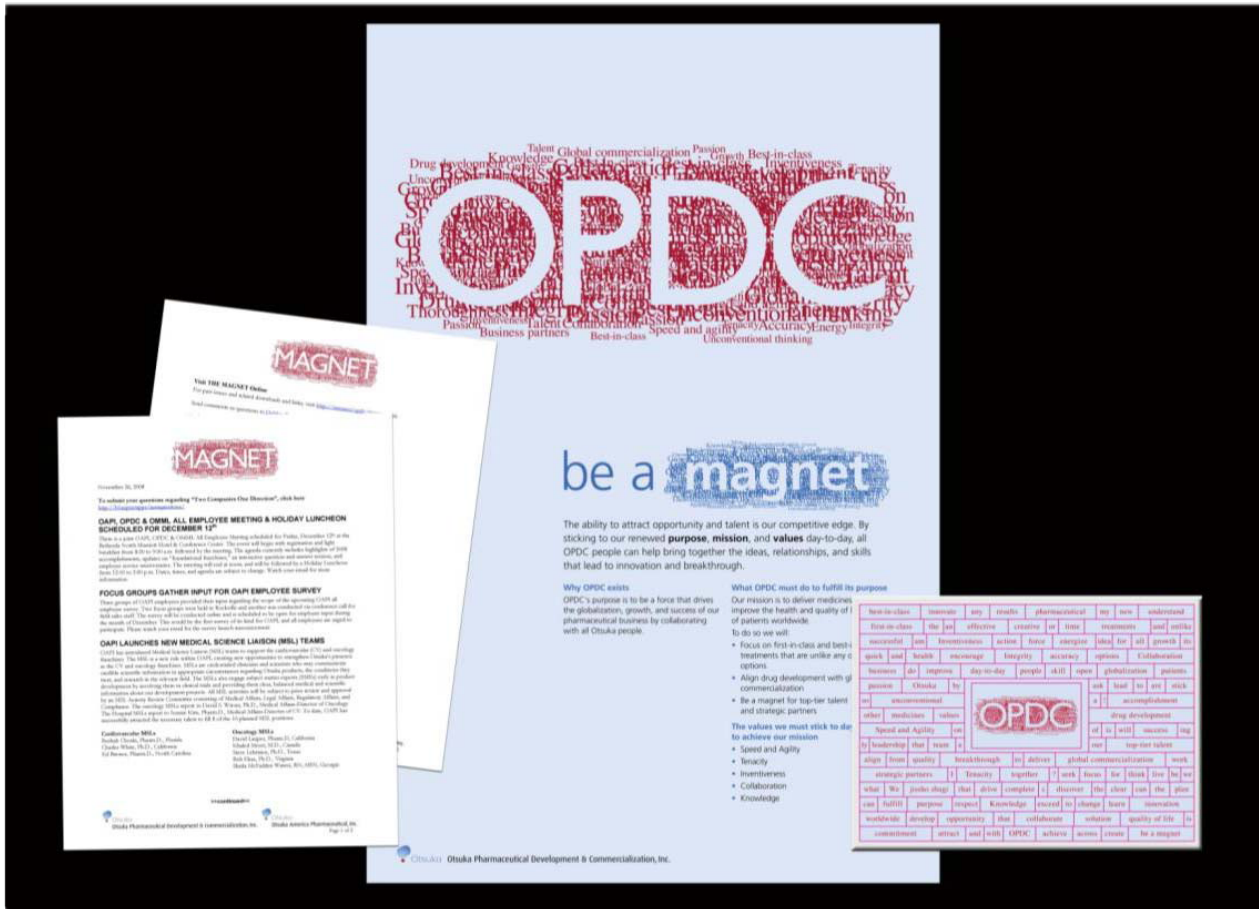


Dea McKenzie, project case study



Creating Change

CHALLENGE: Introduce a new corporate vision at a global pharmaceutical company

SOLUTION: Work with top executives to revise the corporate mission, vision, and values, and then launch a campaign to introduce them to employees. The “be a magnet” theme was based upon the CEO’s own, unique call to action. The graphic design identity helped to set campaign materials apart, while linking together communication covering a wide array of initiatives all designed to help this organization become a “magnet” for opportunity and business partnerships. In addition to the poster and custom “magnetic” poetry kit show in the picture above, the campaign included a flash animation for an electronic office bulletin board, an intranet page, and a semi-monthly email bulletin.