



Case Study

Genesis Creative Group

Our client’s challenge:

Genesis Creative Group sought a website and corporate identity materials that would present the company as a provider of high-end event, program, and campaign services for some of the world’s largest corporations. GCG also sought similarly effective online and printed marketing pieces for its clients.

The Scott Design solution:

Scott Design’s team redesigned the GCG website, providing an engaging look and navigational experience, while also giving high importance to GCG branding. Similarly, Scott Design applied that branding to new GCG communications materials, including an identity system, presentation template, and print templates.

To meet another GCG challenge, the Scott Design creative team decided to “Go Wild” while producing the marketing materials for Network General’s President’s Club, which promoted a trip to Costa Rica for top salespersons. The integrated marketing campaign included e-mail templates, a brochure, poster, banner ads, and an animated screensaver.

When GCG pitched to win the creative and travel logistics for Kubota’s China Challenge incentive campaign, Scott Design was tapped to create a complete sample package, including logo, letterhead, brochure, mailing labels, and luggage tag.

Awards:

Silver Award, Silicon Valley ADDY Awards—Special Event Campaign

Silver Award, Summit International Creative Awards—B2B Print Materials Campaign

Silver Award of Distinction, Communicator Awards—Campaign

Silver Award, Summit International Creative Awards—Best Idea Never Produced

a Genesis Creative Group website

b Network General President’s Club campaign

c Kubota China Challenge pitch



a



b



c