



Case Study

LogLogic Solutions Presentation

Our client's challenge

LogLogic, a market leader and innovator in its market, sought a solutions presentation that would introduce and explain its product to an executive-level audience. LogLogic also sought a means of identifying and tracking prospective clients for follow-up communications.

The Scott Design solution

Scott Design developed a Flash-based presentation of the LogLogic solution, displaying in understandable images and terms the key benefits of the solution. The presentation, for use on the web and laptops, delivered a media-rich experience that included animation and sound.

To address the tracking and follow-up challenge, Scott Design created two stages—first, an introduction that asked the viewer to register to see the full demo; and second, the full demo, with interactive features that allow the viewer to customize his or her experience.

Awards:

Silver Award, Silicon Valley ADDY Awards—B2B Interactive Multimedia

Silver Award, Horizon Interactive Awards—B2B Website

Bronze Award, Horizon Interactive Awards—Flash Website

Bronze Award, Summit International Creative Awards—Product Demo

a Introduction

b Product overview

c Interactive features



a



b



c