



## Case Study

### Verisign Product Demos

#### Our client's challenge:

VeriSign sought to communicate features and benefits of its solutions to a wide variety of audiences, including C-level executives, marketing professionals, and IT directors. VeriSign wanted to compel potential customers to learn more about its services using interactive tools that allow sales reps to explain solutions quickly and easily.

#### The Scott Design solution:

Scott Design developed several direct mail pieces, each uniquely designed for the target audience. For the C-level audience, the prevailing tones were elegance and professionalism. For the IT audience, the messaging was functional and specific. For the marketing professional, it was compelling and direct.

And when creating easy-to-navigate Flash-based product demos, Scott Design asked key questions of the client to ensure the creation of a streamlined presentation that addressed customer pain points and fully explained VeriSign's solutions.

#### Awards:

Silver Award, Horizon Interactive Awards—B2B Interactive Multimedia  
Silver Award, BMA Beacon Awards—Digital Media

- a Flash-based product demo**
- b Targeted direct mail postcards**
- c Direct mail invitation to C-level executives**
- d CD mailer design**



a



b



c



d