

Rational Team Concert sandbox

Michele Jacobs, IBM Rational Business Partner Marketing Manager, needed a catchy tag line for a toy hand shovel that was a promotional item at a trade event. The product was IBM® Rational® Team Concert, one of the tools behind end-to-end collaborative development. The goal was to get consumers to sign on the web and test the product's sandbox.

The client presented the ITSO Global Content Services team with a hand-drawn sketch and draft copy that needed to convey: "Having trouble building a sand castle?" followed by "creating good software is like building a sand castle."

Designer Chris Olson served as the creative team lead and did an excellent job of interpreting and creating the client's message, conceptually and visually. Writer Holly Anagnos wrote the tag line to bring the client's vision to the project. The succinct tagline, "from sand to castle," skillfully supported and reinforced the graphical imagery, connecting the relationship between the hand shovel, the sand castle and the technology.

At the review cycle, the client simply said, "APPROVED!!!! LOVE LOVE, LOVE IT!!!"

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