

The ITSO creative team understands and delivers what clients want, the first time around

An ITSO client wanted to introduce the IBM WebSphere® portal solution to customers and entice them to learn more about it. So, the ITSO creative team produced a series of three emails, each building on the product awareness raised by the email before it. The second and third emails introduce new information and web resources to spark the reader's curiosity.

Writer Holly Anagnos wrote the copy. The third email began with the subject line "Is 'free' open source portal software worth it?", beginning a framed narrative questioning the value of open source software. The email went on to persuade readers that the IBM solution was more reliable and less risky. Designer Christopher Olson worked closely with the client to narrow down relevant graphics that would communicate the introduction of IBM WebSphere portal solutions. Fonts and imagery were brought into Adobe™ Photoshop. Chris worked with different layers, several comps were presented, and a final version was approved. Then, image banners were optimized for the web and sent to coders for layout.

The client was very happy with the work. When she received the third email, she replied, "This is great copy. No edits!!!" It was complete on its first draft and went straight into production. With a strong understanding of the client's needs and talented execution, the creative team gave her an email campaign that accomplished her goals with the look and feel she'd imagined.

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