

Building Blocks of Partnerships

Kimberly Lund and her manager, Louise McEvoy, of IBM Software Group, Information Management, needed a way to promote the Software ValueNet Partner Exchange Network to new companies attending their upcoming conference slated for April 2010. Lund and McEvoy came to ITSO Global Content Services. The challenge was to provide a giveaway item that displays a message and provides a utilitarian purpose so the client would actually use it and not throw it away. The item needed to be novel, useful, and different from the standard flash drives. Holly Anagnos, the assigned writer, had just the right idea for a new giveaway.

Holly's idea was to go outside of the box and back to the basics – the basics of LEGOs – one block at a time. Developing a LEGO giveaway with each block revealing a different word on each piece was her idea. What blocks communicated to each Software ValueNet Partner about Partner Exchange Network was to get connected. Jenny Somers, ITSO GCS graphic designer, developed the color scheme and the design. Her rendering really brought the message to life and delighted the client.

As we continue to solve marketing problems for our clients, we take the message seriously from our clients' LEGO blocks . . . "connect to build collaborative relationships."

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