CASESTUDY - Flash

Microsite & Ads for B'berry 870





Top NMA 30 **London Agy**

*** BlackBerry.

Brief:

🥯 BlackBerry 8700 - Mozilla Firefox

Application-specific

BlackBerry 6700

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advice, delivered right on your device shortcuts, FAO's and

also Banner

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Work in creative team to produce flash microsite for the 8700 (multi-language launch EMEA - Jan 06),

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Explore the BlackBerry 8700

Also create several banner ads for leading uk tech sites.

Info:

Client: Date:

Blackberry EMEA

Media:

Flash Microsite

Flash Ad Banners

2006

Account

top 30 NMA London

Owner:

Integrated Agency

Gerii's Role:

Creative team member, acting also as creative project manager/planner.

Solution:

I created visual A0 size Sitemap from clients spec.doc and Ganitt to help production, advised on flash accessibility, created and QC ads.

Mac OS 10.3, Flash MX04 (outputting to Flash5 player) Photoshop CS and Illustrator CS.

Result:

Successful launch

· Generated further client account - Blackberry Pearl 2007

• Proved to be the agency's most prized account of 2005-06



BlackBerry: REUTERS 4 UK The New BlackBerry 8700

> Project managed design with sitemaps, process flows, schemas and ganitt charts. Ads appeared in reuters.com, ft.com, the economist and independent ripostes.