

# CASESTUDY - Flash

## Microsite & Ads for B'berry 870



Gerii H  
**CREATIVE**

account owner:

Top NMA 30  
London Agy

client:

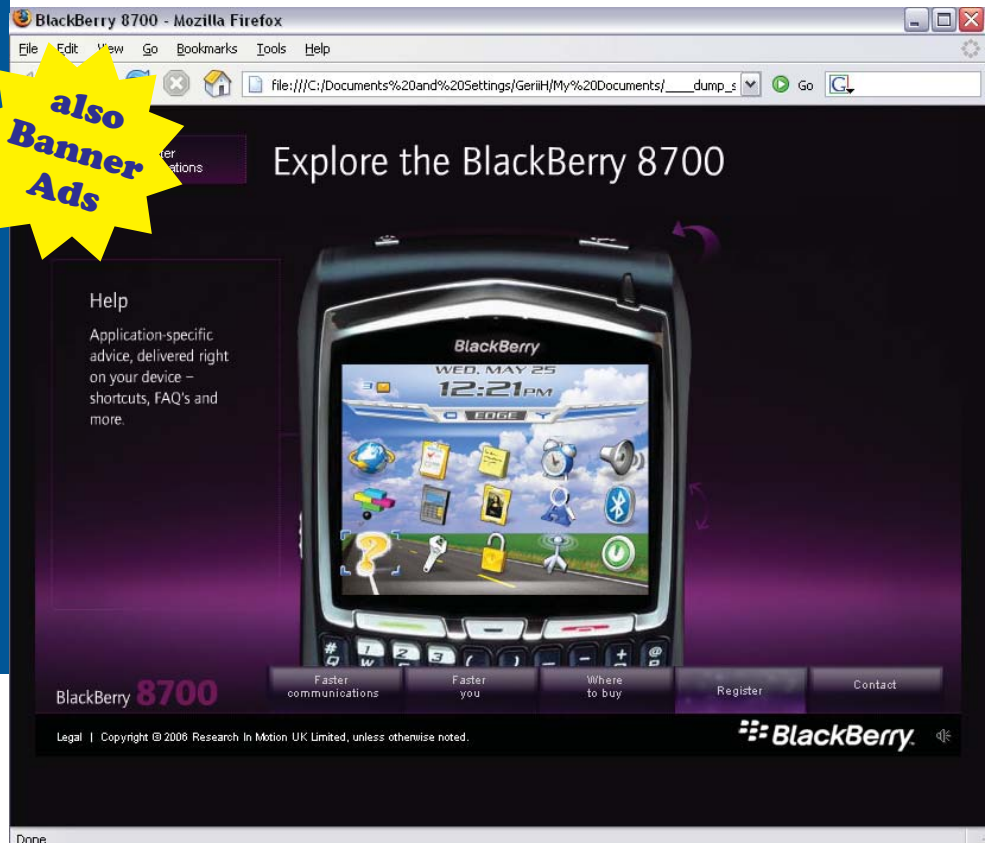


**Brief:**

Work in creative team to produce flash microsite for the 8700 (multi-language launch EMEA - Jan 06), Also create several banner ads for leading uk tech sites.

### Info:

**Client:** Blackberry EMEA  
**Date:** 2006  
**Media:** Flash Microsite  
 Flash Ad Banners  
**Account Owner:** top 30 NMA London  
 Integrated Agency  
**Gerii's Role:** Creative team member, acting also as creative project manager/planner.



### Solution:

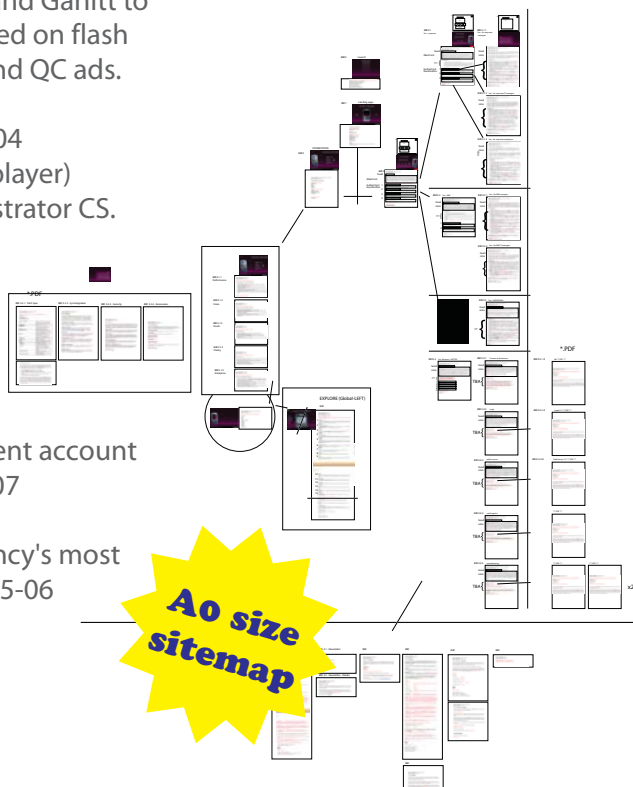
I created visual A0 size Sitemap from clients spec.doc and Ganitt to help production, advised on flash accessibility, created and QC ads.

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



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