

SMITHS

SMITHS CARE MANAGEMENT

Smiths, a global engineering business with approximately 15,000 employees in the U.S., was launching their new Care Management Programs. In order to communicate to their population, eCity produced a video presentation to introduce the three different healthcare programs. This video was distributed on CD to the Human Resources managers for presentation to employees. It is also accessible online so that Smiths employees and their family members can learn about the programs.





**GSK CONSUMER HEALTHCARE INTERNATIONAL 2007**

**GLAXOSMITHKLINE**

For the third consecutive year, GlaxoSmithKline has entrusted eCity with the task of presenting the key messages of one of their core business segments. Consumer Healthcare International is responsible for all of the international GSK consumer brands. For their annual “State of the Union” conference, GSK relied on eCity to consolidate, organize, and distribute the conference presentation to all GSK constituents unable to attend.

**IKON: AP DEMO (AUTOMATE PROCESSES)**

**IKON OFFICE SOLUTIONS, INC.**

IKON Office Solutions, the world's largest independent distributor of document management and services, wanted to arm their sales team with an interactive presentation promoting conceptual solutions. This CD-Rom was used as a presentation tool as well as a "leave-behind", to build interest. Combining compelling imagery, graphics, key phrases, a professional voiceover talent with accompanying background music and sound effects, this dynamic presentation reflects IKON's professionalism and comprehensive capabilities.



LIFELING INCOME SALES DEMO

METLIFE

The MetLife sales team, as well as their brokers and consultants, needed an interactive demo to educate customers and partners about their retirement planning services. Using a voiceover and music to help navigate thru the process, forms, and sales collateral, we designed a user-friendly demo to leave the audience with a clear understanding of MetLife's services while complementing the print collateral design. The end result was a cohesive design for offline and online communications to its customers.

*Completed in collaboration with  
Munroe Creative Partners*

