



PROJECT: MULTIMEDIA TOUR

CHALLENGE

Cvent, the largest online event registration company in the US, is relied upon by over 5,000 event planners. Although already a leader in its field, Cvent wanted to broaden its audience. When Cvent developed a cutting-edge suite of event planning tools, the company sought to market its benefits via the Internet. Cvent turned to Unison for creative vision and Internet expertise.

SOLUTION

In a comprehensive effort that touched upon all of Unison's strengths, we storyboarded, designed, and produced an engaging Flash-based module which highlights Cvent's products in an attractive, persuasive manner through music, flash images, and narration.

RESULT

Unison's work earned raves throughout the industry. "The Product Tour is a great tool for us in that it gives our customers—and potential customers—a quick understanding of all that we have to offer. It also does it in an extremely attractive way that gives those audiences a whole new perspective on Cvent and what we can do," said Eric Eden, Vice President of Marketing of Cvent. "We couldn't be more pleased with the result. Unison did a great job."



ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

CONTACT

1010 Wisconsin Ave., NW
Suite 400
Washington, DC 20007