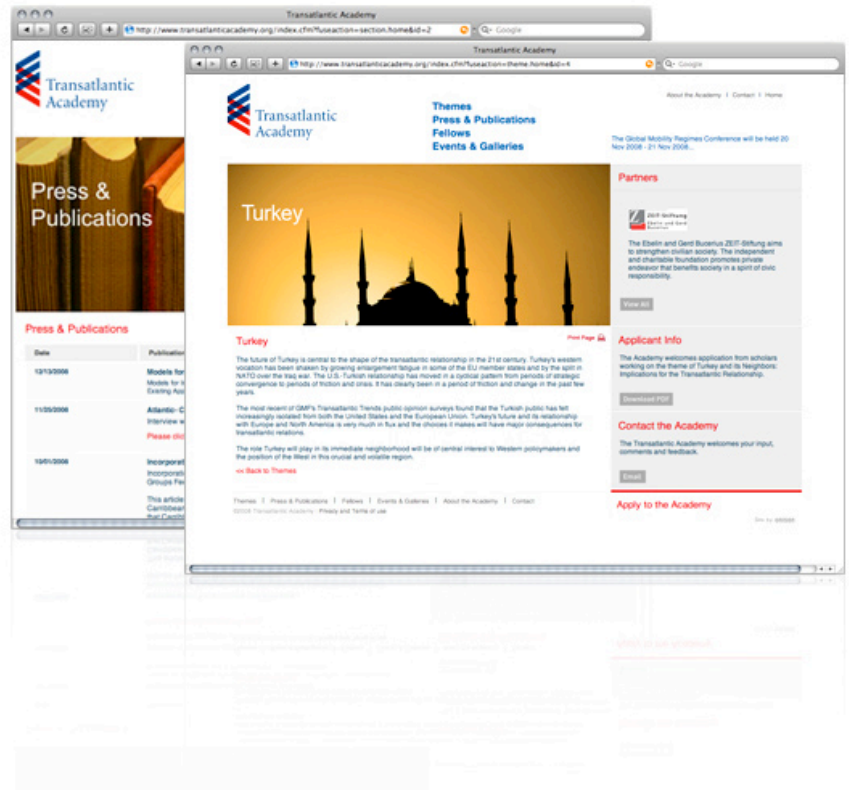


THE GERMAN MARSHALL FUND OF THE U.S.

WEB DESIGN
SHAREPOINT



NEW DYNAMIC WEBSITE TO PUBLICIZE EVENTS, RESEARCH AND PUBLICATION OUTPUT. PUTTING THE INTERNATIONAL IN INTERNET COMMUNICATIONS.

CHALLENGE

The client, a leading nonpartisan public policy tank dedicated to increasing trans-Atlantic dialogue and cooperation between the US and Europe, launched a new initiative, the Transatlantic Academy, a scholarly forum of fellows based in Washington, DC designed to host events and generate research and publications on key issues facing the US and Europe, including immigration and the role of Turkey in Europe and the world. The initial session of the Academy convened in fall 2008 with six intellectuals from both sides of the Atlantic. The Academy required a dynamic website to publicize its events and research and publication output.

SOLUTION

Unison designed a comprehensive new visual identity and Web presence for the Academy. In line with the German Marshall Fund's austere and intellectual tradition, the site gives prominent display to

the issues to be researched by the Academy. Profiles of the fellows highlight the extensive experience and intellect on hand to the Academy. The gallery and press sections serve as important tools for the work of the Academy and its fellows to be put on display.

RESULT

The Transatlantic Academy will reach full force in the early stages of 2009 with the first publication of its fellows' research. The Academy's new site will give it an intuitive public face and a global reach to publicize its important efforts in increasing dialogue between two world powers, the US and Europe.

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.

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