

Take a LOOK BOOK

Samples of our work | Volume 3



What’s a look book?

Welcome to volume 3 of the MarketReach look book.

This look book will give you quick glimpses of the videos, collateral, event giveaways, product demos, infographics, presentations, and other things we’ve been building for our clients.

Of course, these projects represent strategies and tactics employed, marketing challenges overcome, and business goals achieved. We don’t describe all that in this book, but you can find the bigger stories behind several of our projects [here](#).

You can also drop us a line to chat any time.

Best wishes,

Your friends at MarketReach



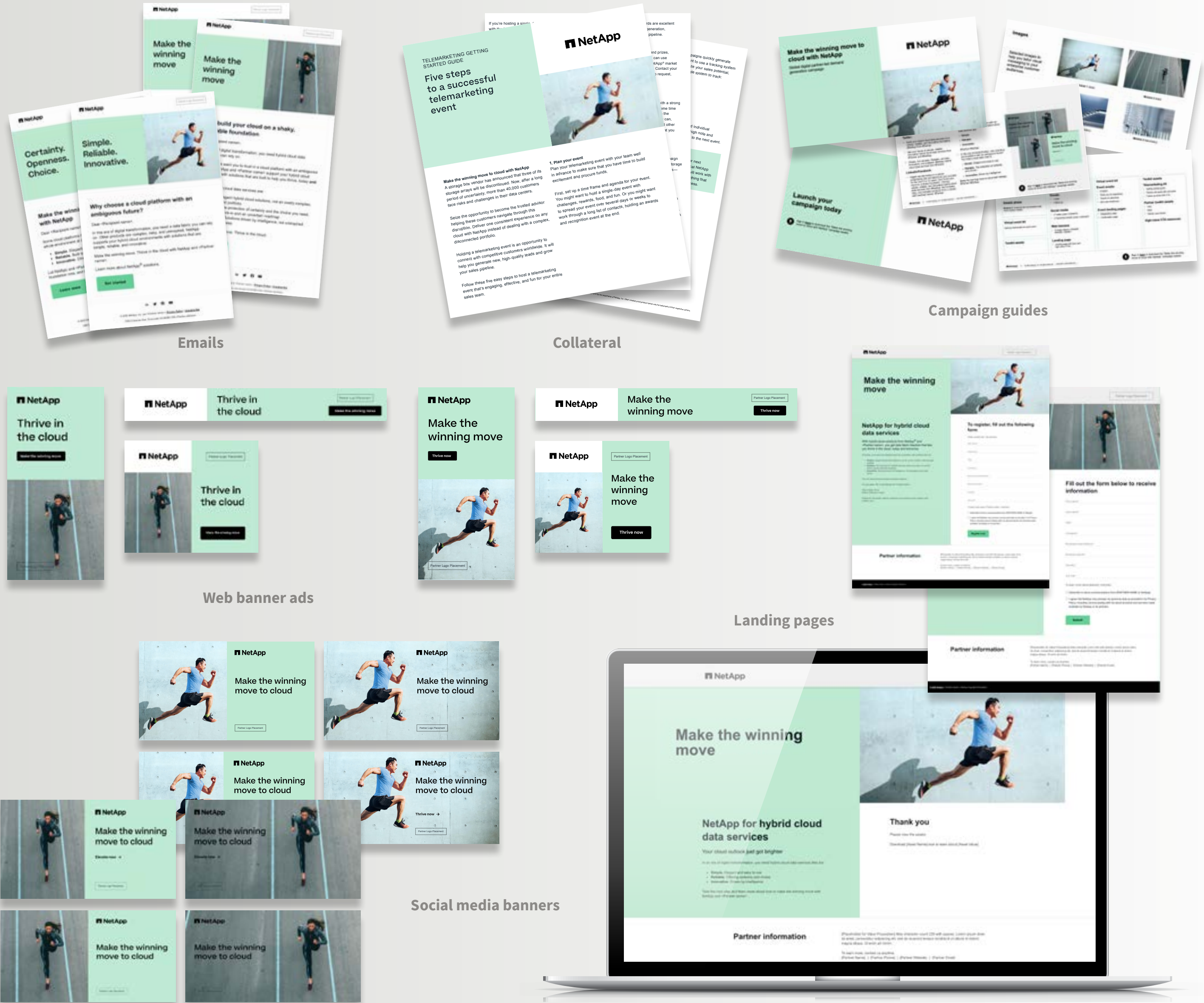
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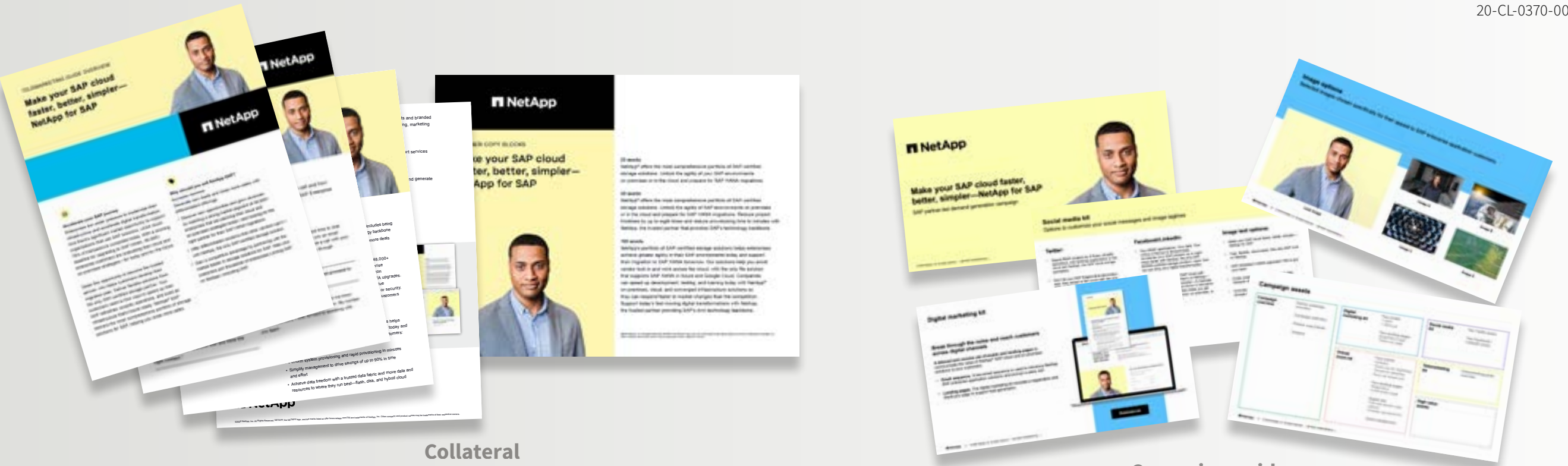
Campaign

CLIENT	NetApp
THE REQUEST	With its brand just recently revamped, NetApp wanted to update its “Make the winning move” channel-partner demand-generation campaign.
WHAT WE DID	We brought the look and voice of the revamped NetApp brand to this campaign containing more than 20 marketing assets. We also adjusted some of the assets to fit with new naming conventions and modified in-person-event assets for virtual-event use.



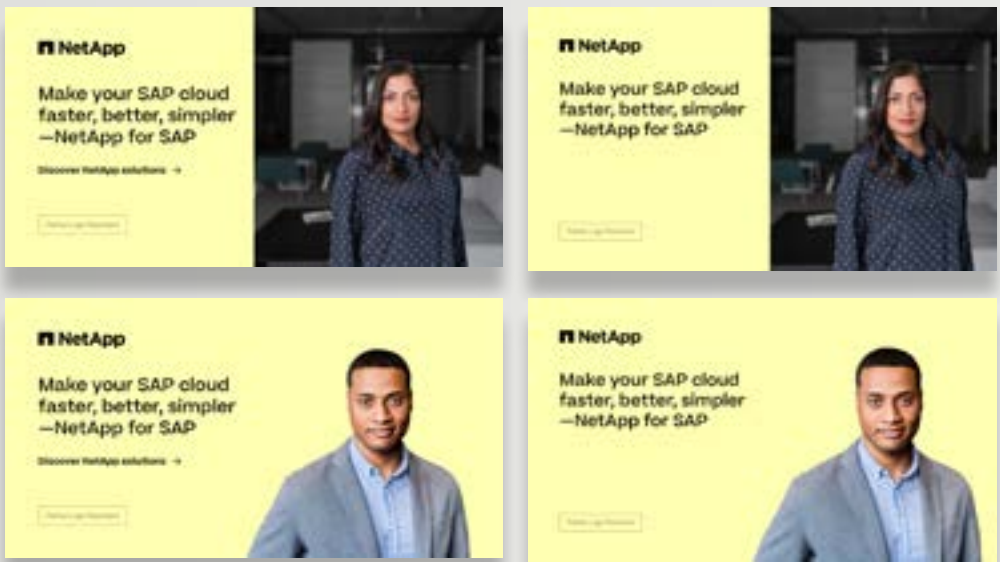
Campaign

CLIENT	NetApp
THE REQUEST	NetApp wanted to create three new channel-partner demand-generation campaigns.
WHAT WE DID	We created three campaigns, each containing more than 20 marketing assets. These campaigns reflected NetApp’s new brand style and a new campaign structure.

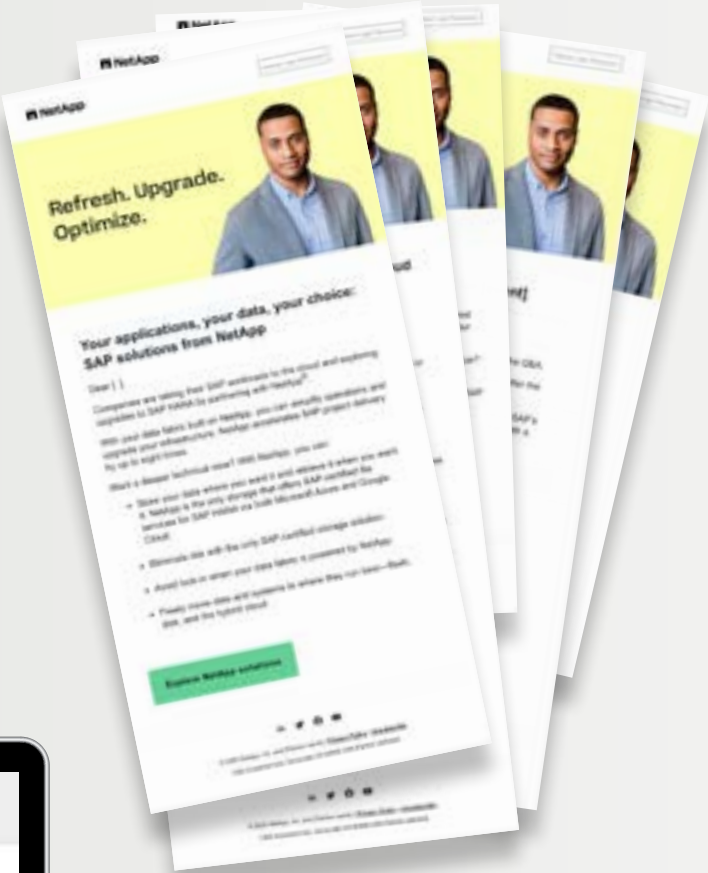


Collateral

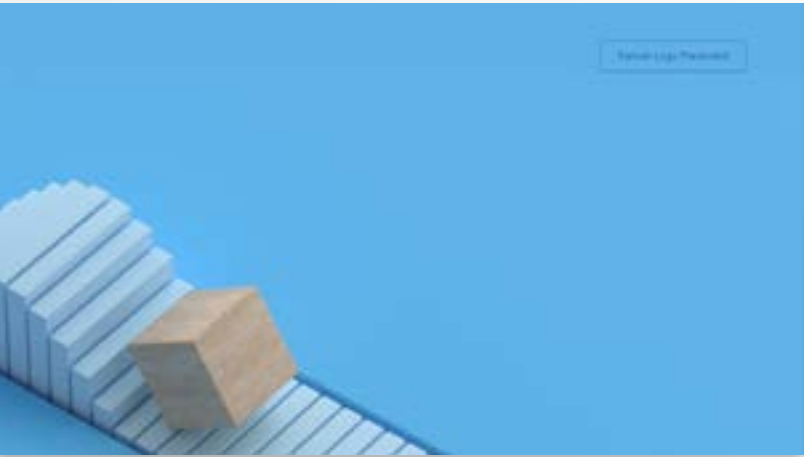
Campaign guides



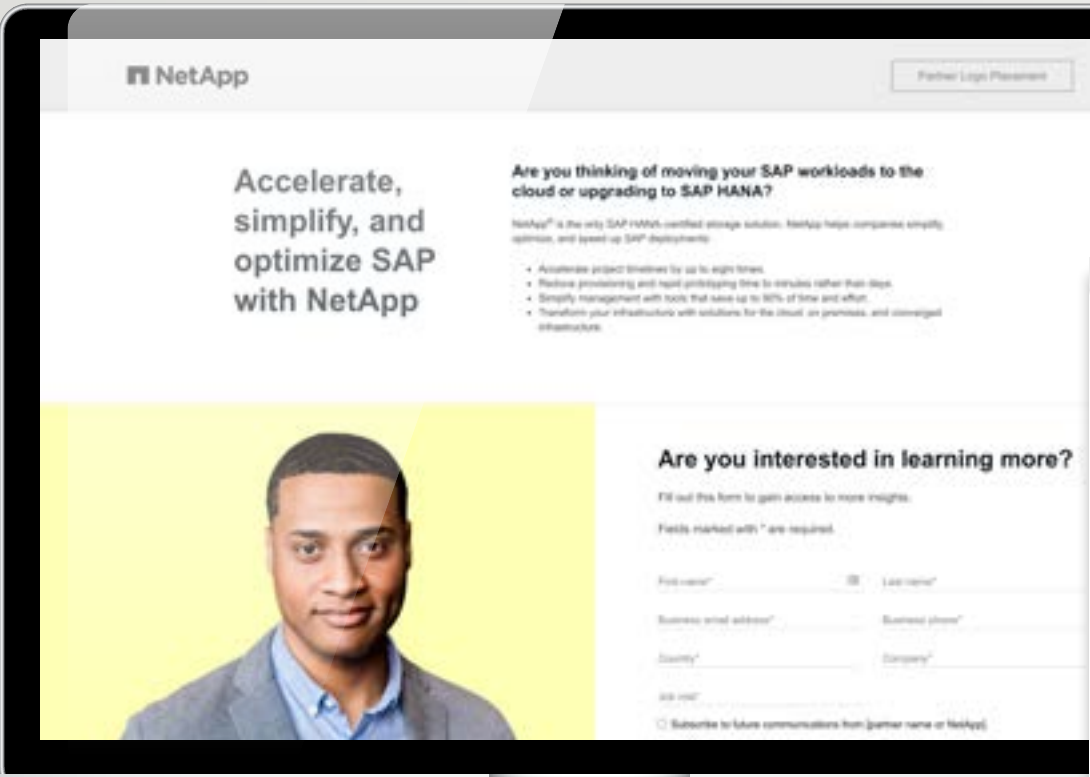
Social media banners



Emails



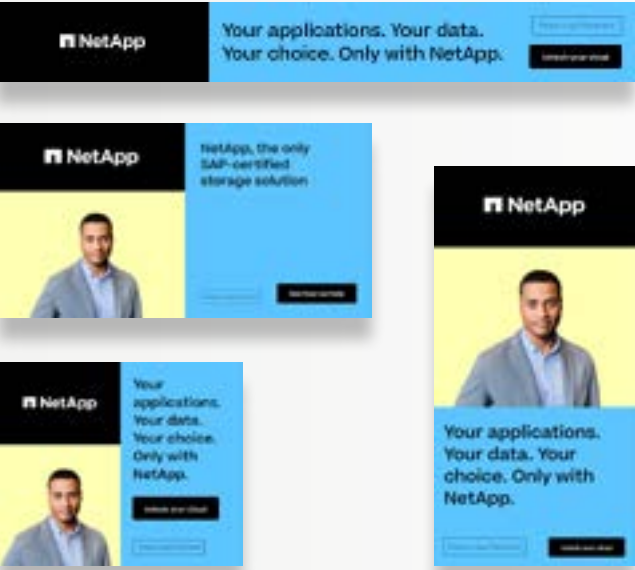
Zoom background



Landing pages



Web banner ads



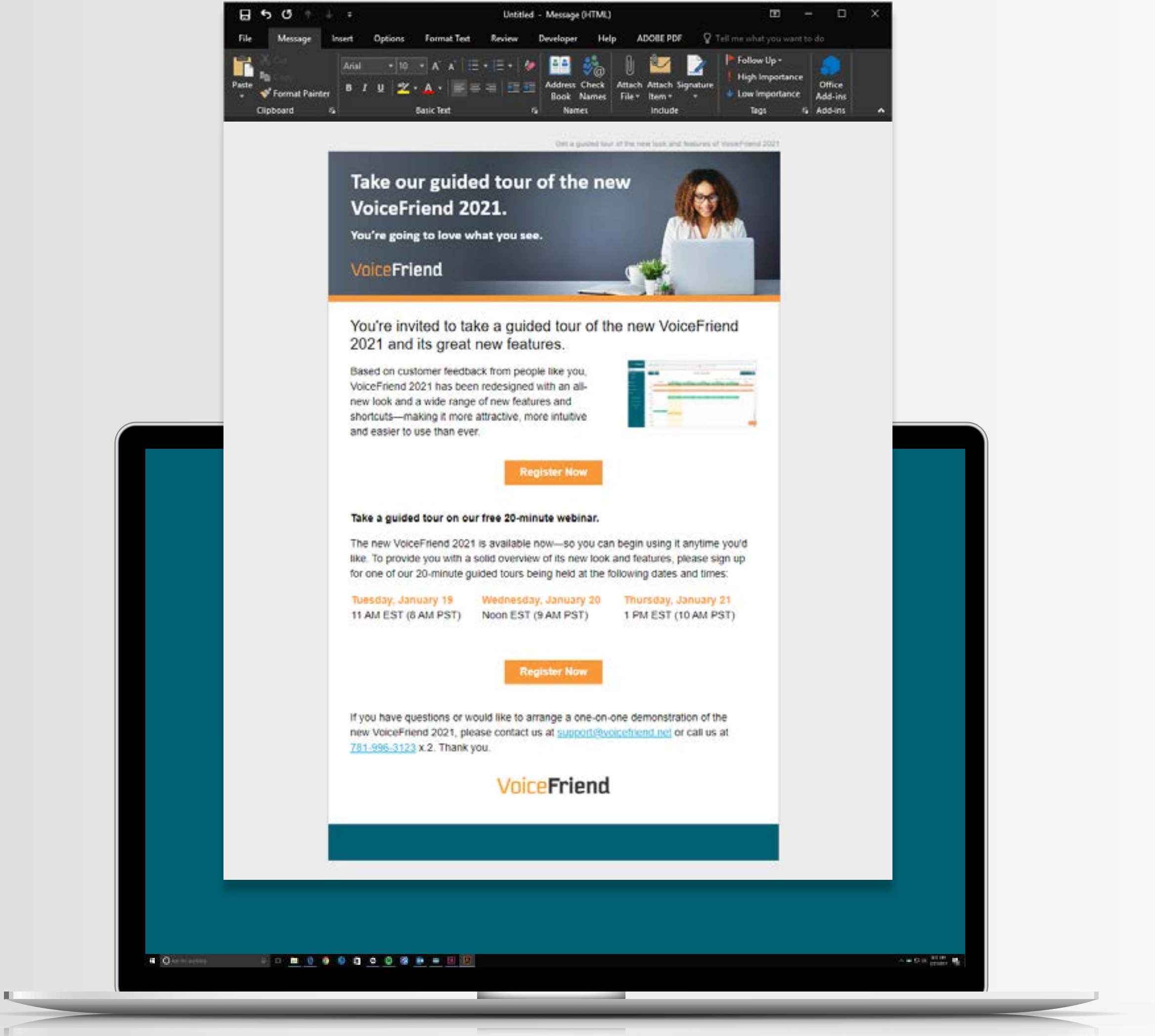
Card

CLIENT	NetApp
THE REQUEST	NetApp wanted to provide its FlexPod sales team with a branded thank-you card team members could use for a variety of purposes.
WHAT WE DID	Our design team created a basic, elegant, FlexPod-branded card and envelope that’s now used across the sales team.



Email

CLIENT	VoiceFriend
THE REQUEST	Notification and communication software provider VoiceFriend wanted to orient customers to the new look and features of its latest user interface.
WHAT WE DID	We helped VoiceFriend hold an informational webinar and attracted attendees with a series of email messages.



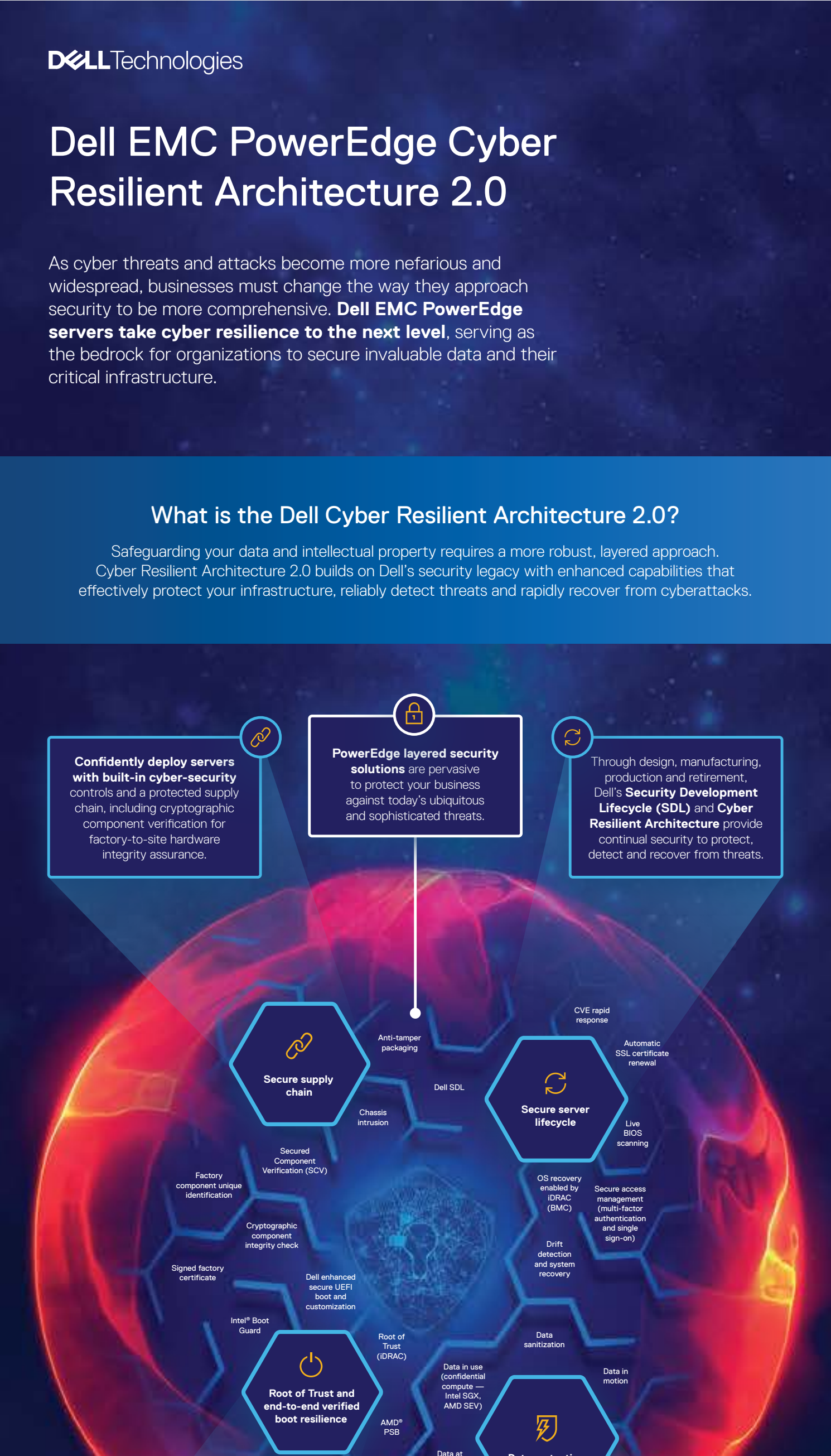
Email

CLIENT	Raphael and Raphael LLP
THE REQUEST	A Boston-based CPA firm wanted to encourage client loyalty and grow repeat business.
WHAT WE DID	We established the firm’s first regular enewsletter. While we were at it, we also refreshed the look of the Raphael and Raphael brand.



Infographic

CLIENT	Dell Technologies
THE REQUEST	Dell Technologies wanted to promote the security benefits and capabilities of a Dell Technologies architecture that embodies layers of security solutions.
WHAT WE DID	We created a comprehensive central visual that portrayed the ways Cyber Resilient Architecture 2.0 defends against attacks coming from inside and out.



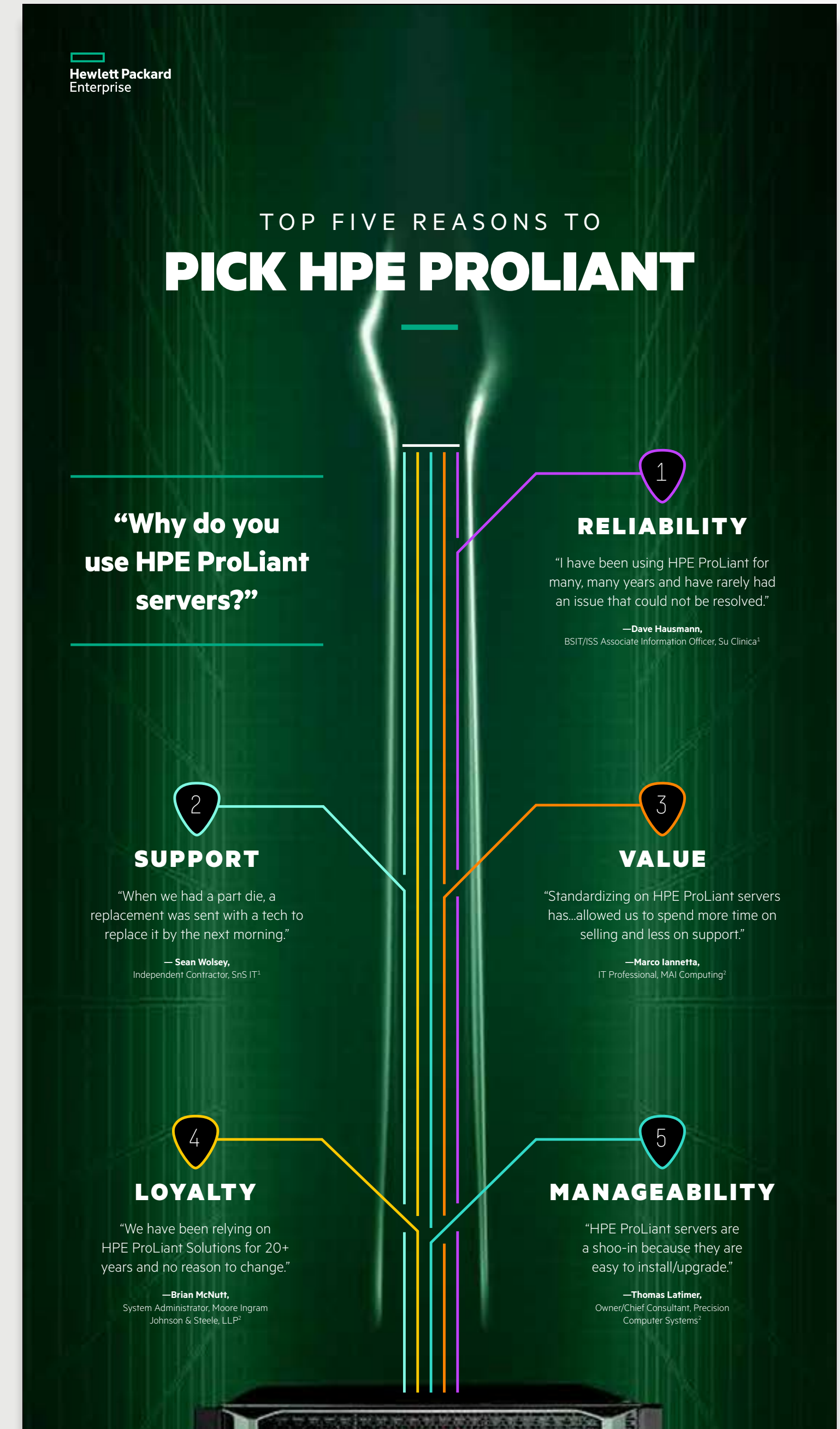
Infographic

CLIENT Hewlett Packard Enterprise

THE REQUEST HPE wanted to give early-in-the-journey decision makers a quick and engaging glance at the top five reasons they should choose HPE ProLiant servers.

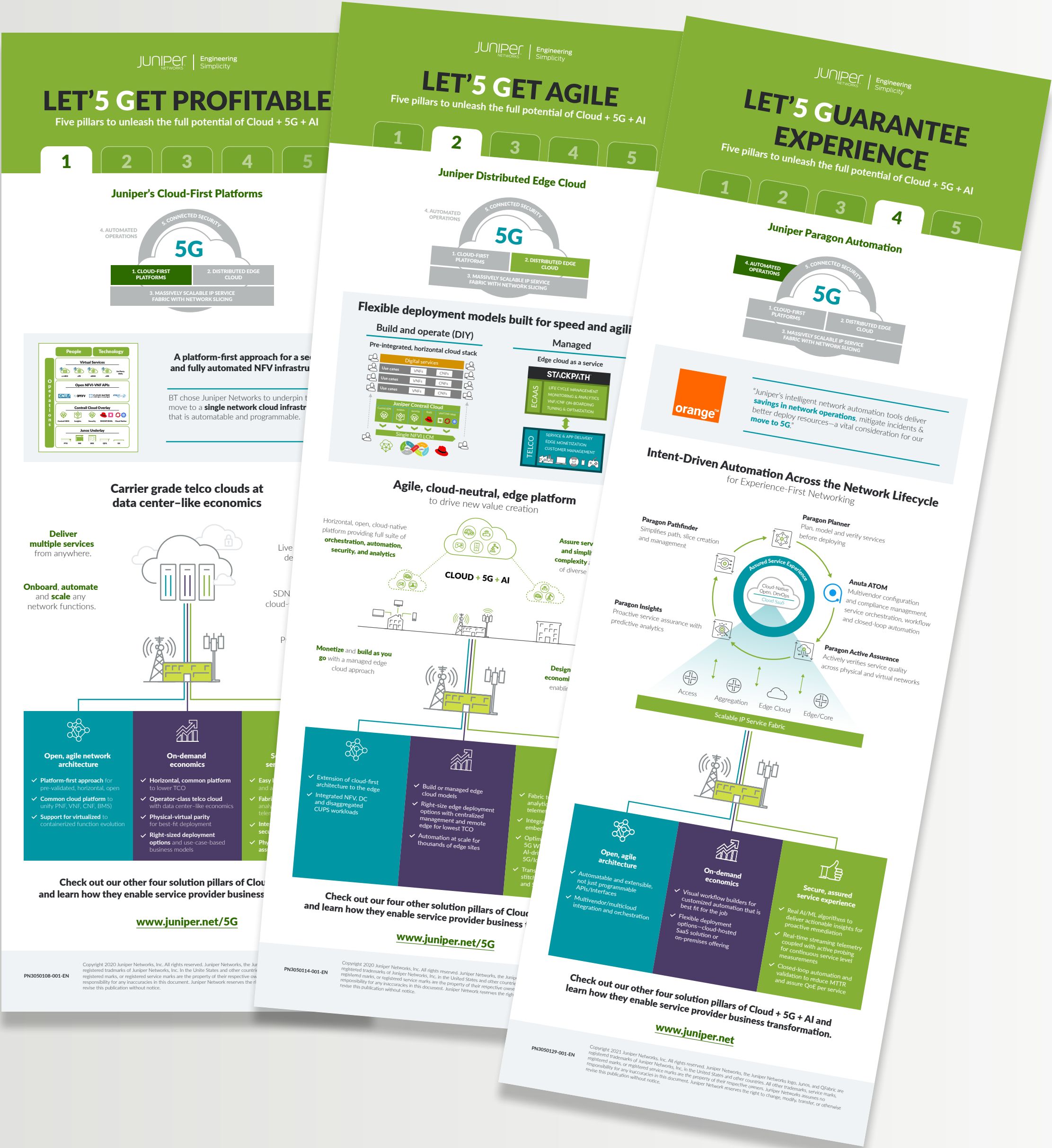
WHAT WE DID

We riffed on the “pick ProLiant” line to create the guitar-picking concept for this infographic. Engaging visuals and concise copy convey the gist of the piece in no more time than it takes you to hum a few notes.



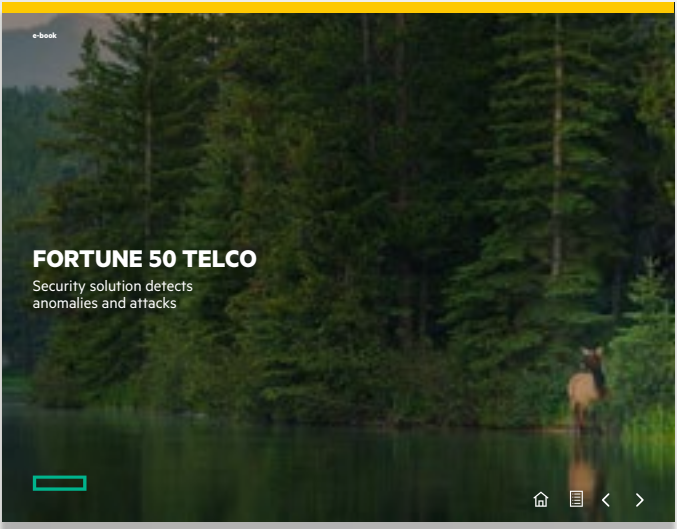
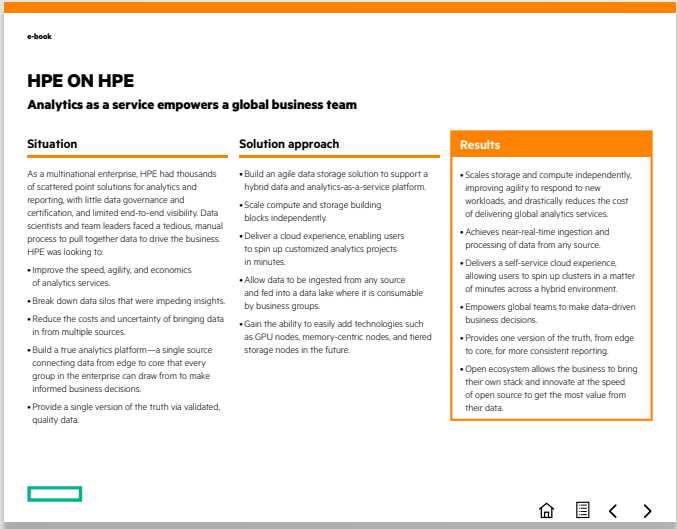
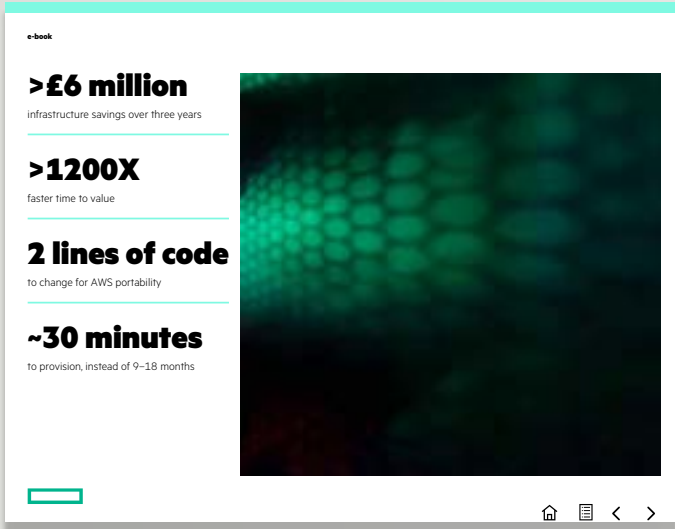
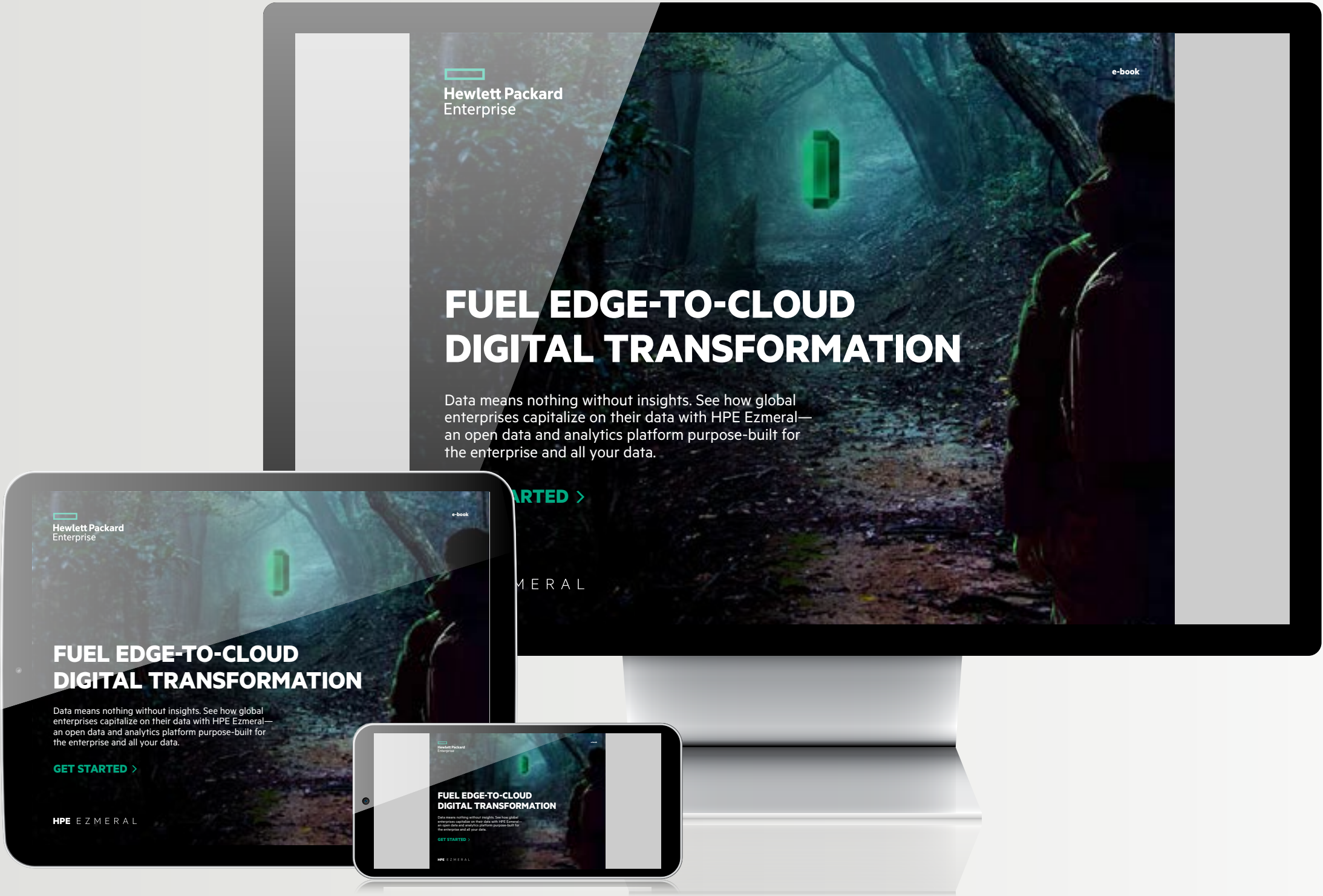
Infographic

CLIENT	Juniper Networks
THE REQUEST	Juniper Networks wanted to explain and promote its approach to 5G to the world’s communications service providers.
WHAT WE DID	To Juniper’s 5G marketing campaign, we contributed a series of highly technical and informative 120-second videos and, for each, an accompanying teaser video and infographic (video).



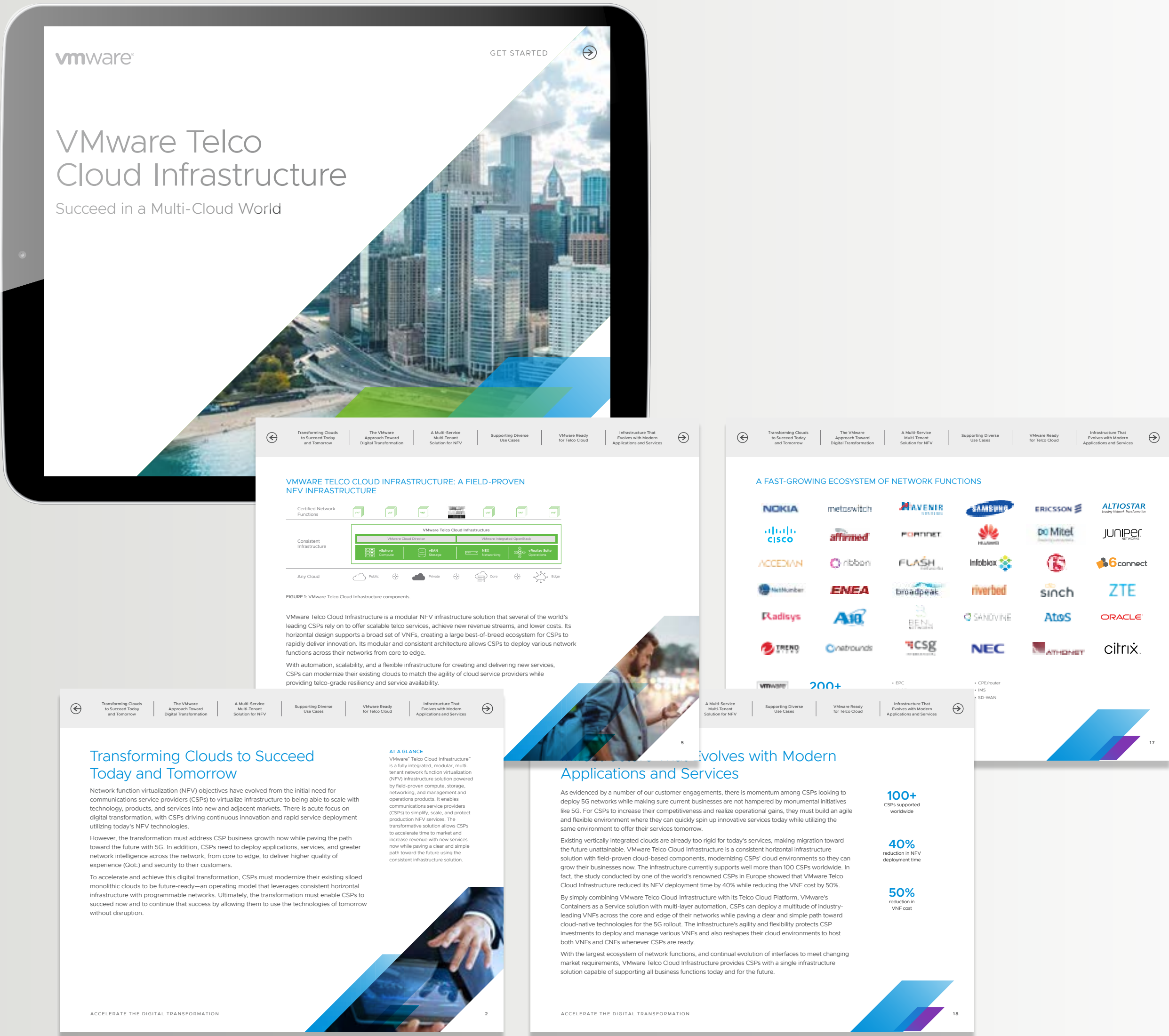
Interactive guide

CLIENT	Hewlett Packard Enterprise
THE REQUEST	HPE wanted to use case studies to promote a data and analytics platform to an audience of enterprise decision makers.
WHAT WE DID	We created this attractive 22-page interactive guide that’s easy to look at, skim, and understand.



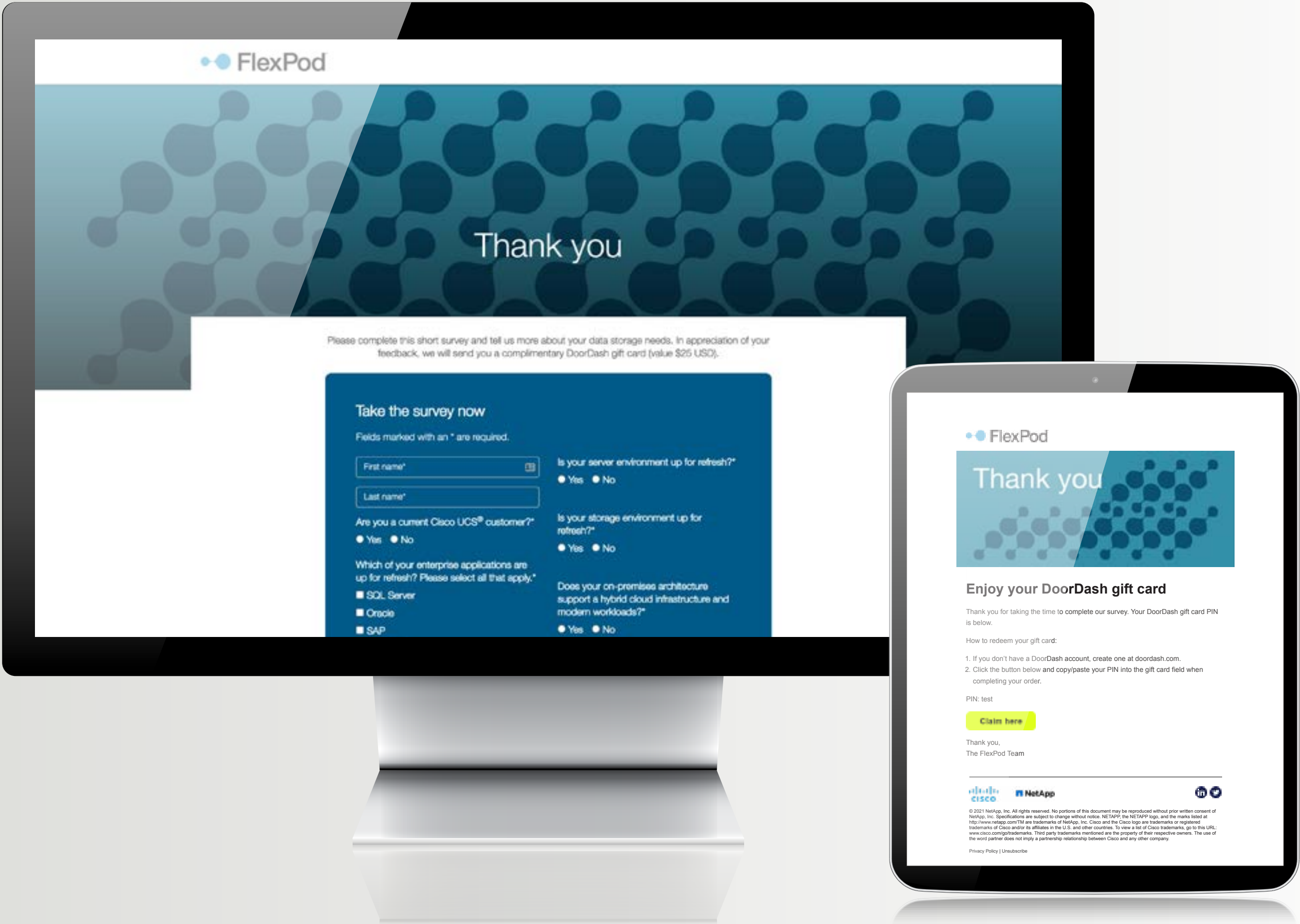
Interactive guide

CLIENT	VMware
THE REQUEST	VMware asked us to create collateral that could help promote its cloud infrastructure solution to a tech-savvy audience of communications service providers.
WHAT WE DID	We created a 20-page interactive solution overview that provides the business benefits and technical nitty gritty necessary for selling to a target audience of telco industry pros.



Landing page and email

CLIENT	NetApp
THE REQUEST	Following an event, NetApp wanted to gather attendee feedback and collect new leads.
WHAT WE DID	We created an email and landing page NetApp used to incent respondents with a gift card. The results were great, and NetApp has since reused this email and web page for follow-up after other events.



Magazine cover

CLIENT	VMware
THE REQUEST	As a sponsor of the digital telecom magazine Vanilla+, VMware was requested to provide the cover artwork for an issue. They asked us to create it within three weeks.
WHAT WE DID	Working with individual photos of two VMware executives featured in the magazine (COVID precluded a joint photo shoot), we created striking cover imagery that conveyed disruption, simplicity, diversity, and expertise.



Postcard

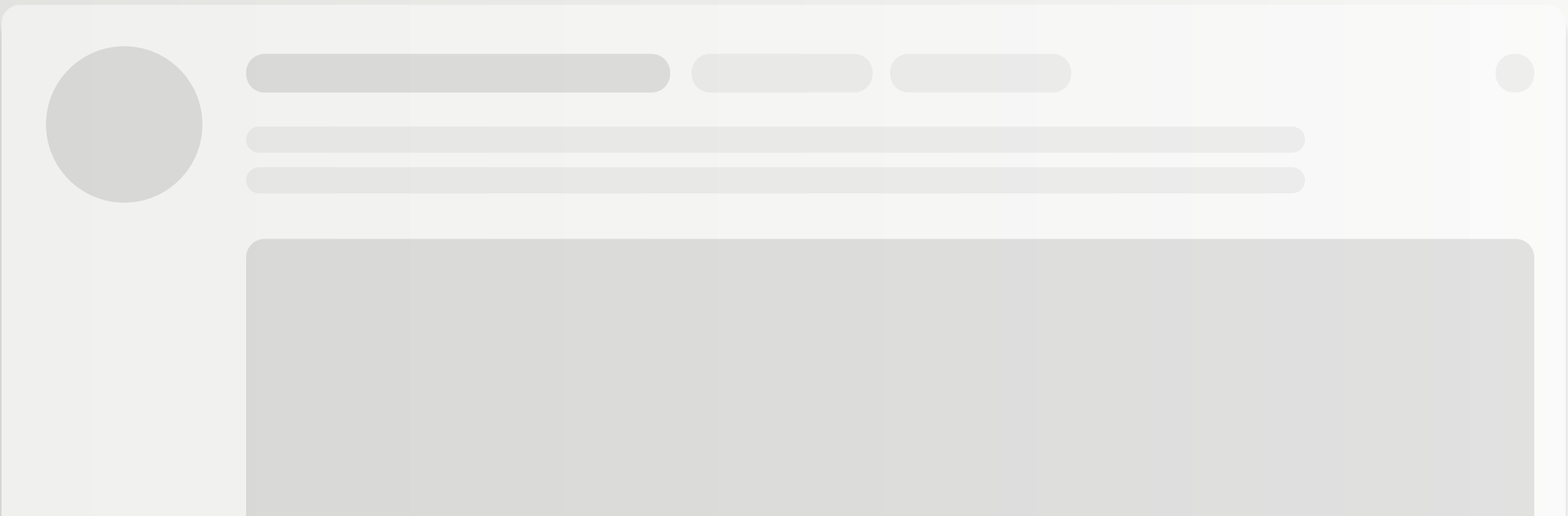
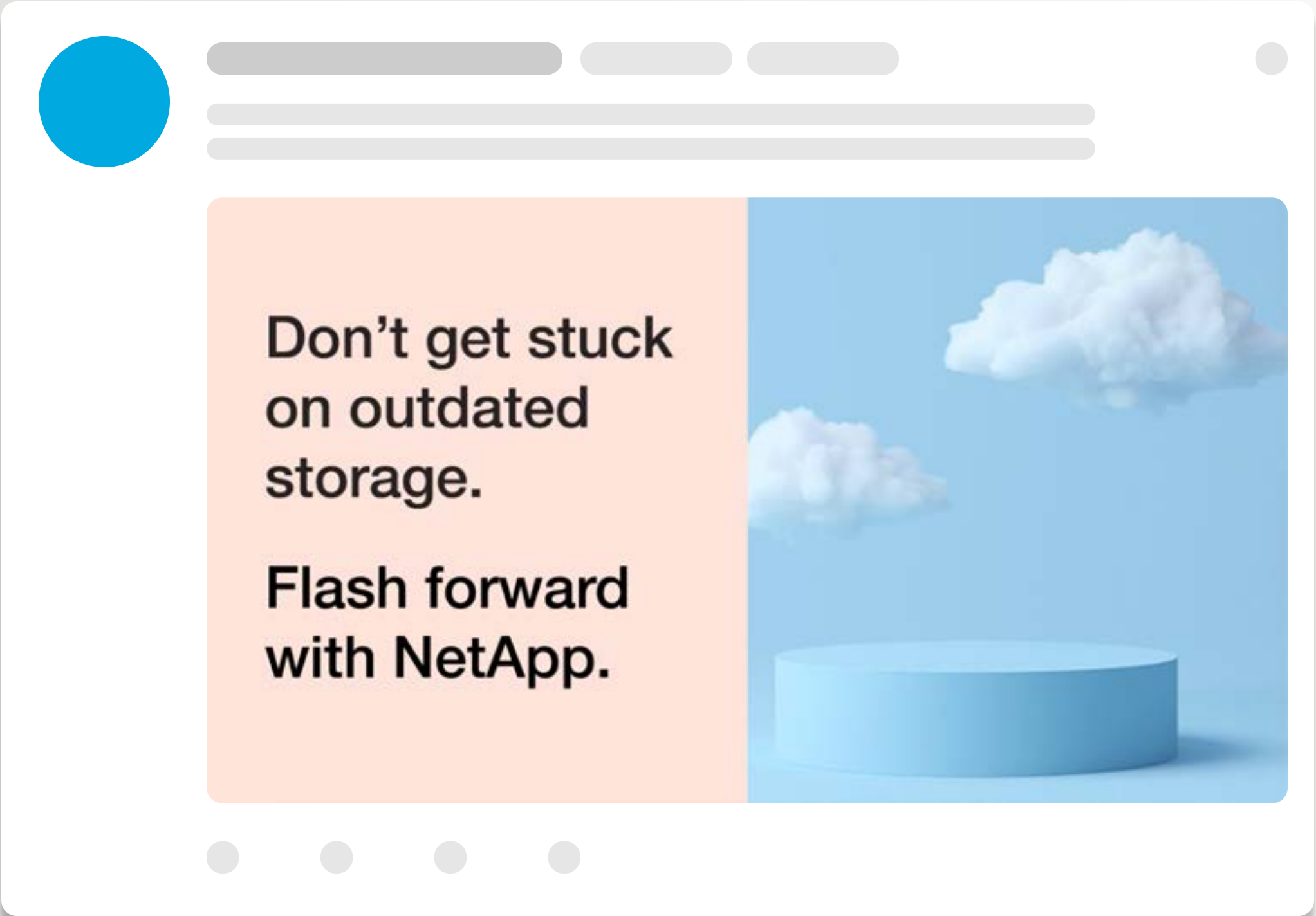
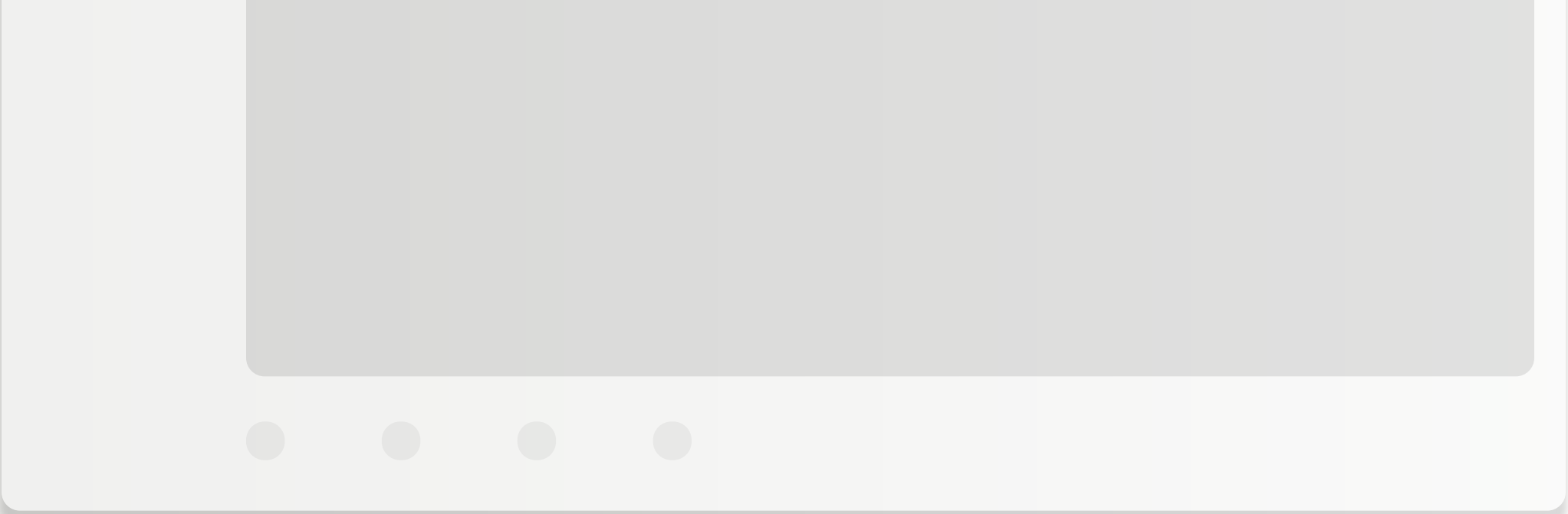
CLIENT	NetApp
THE REQUEST	NetApp wanted a fresh new look for a FlexPod-branded greeting card they would send to customers with a winter care package.
WHAT WE DID	Our design team came up with three great concepts, including this one that intermingles the FlexPod logo with falling snowflakes.



Social media banners

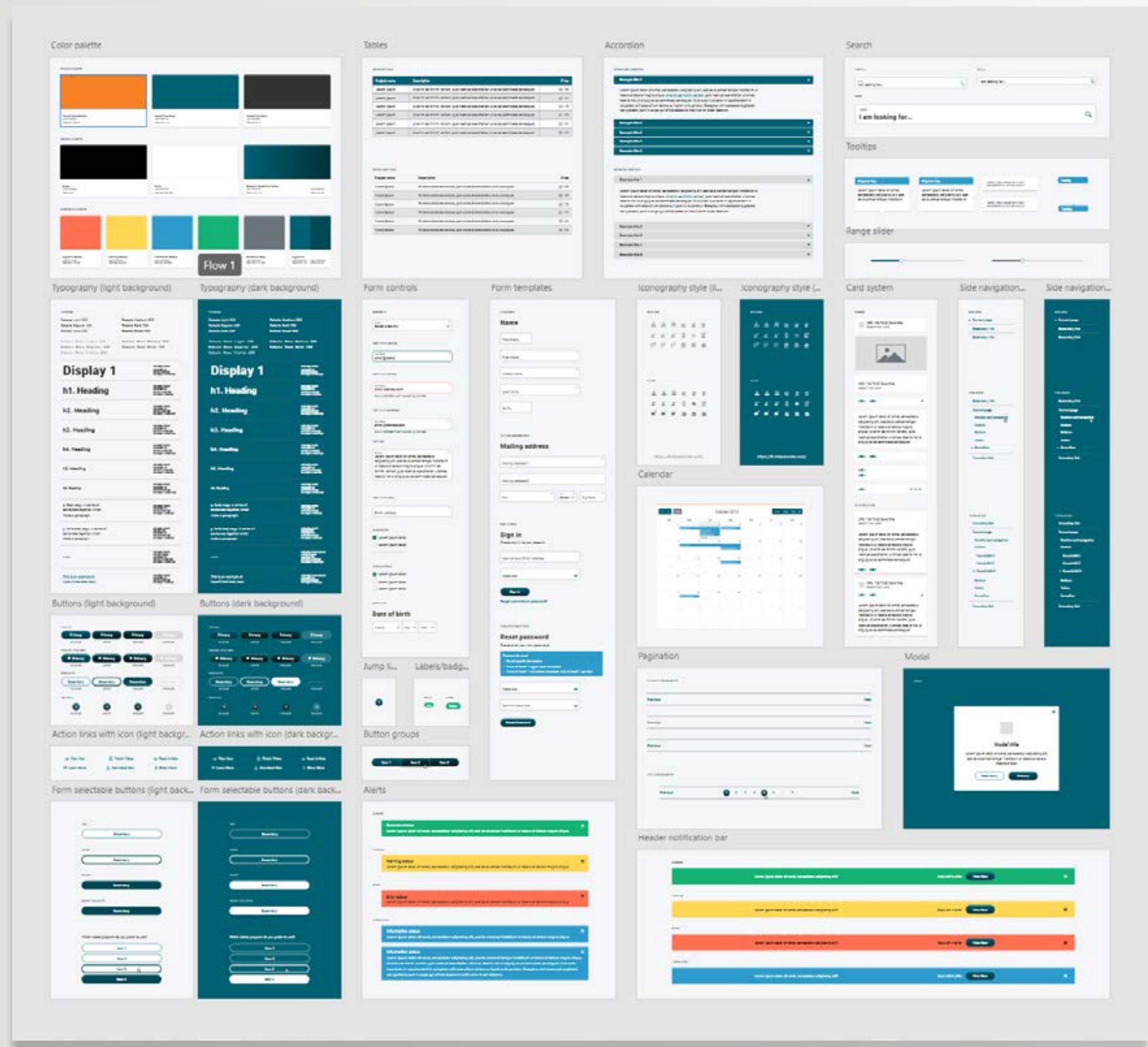
CLIENT	NetApp
THE REQUEST	NetApp wanted to promote, through social channels, the many ways its ONTAP storage solution outperforms two of its competitors.
WHAT WE DID	We created a series of animated and static banners for LinkedIn and Twitter that drew an audience to an ONTAP promotional piece.

VIEW EXAMPLE



WHAT WE DID

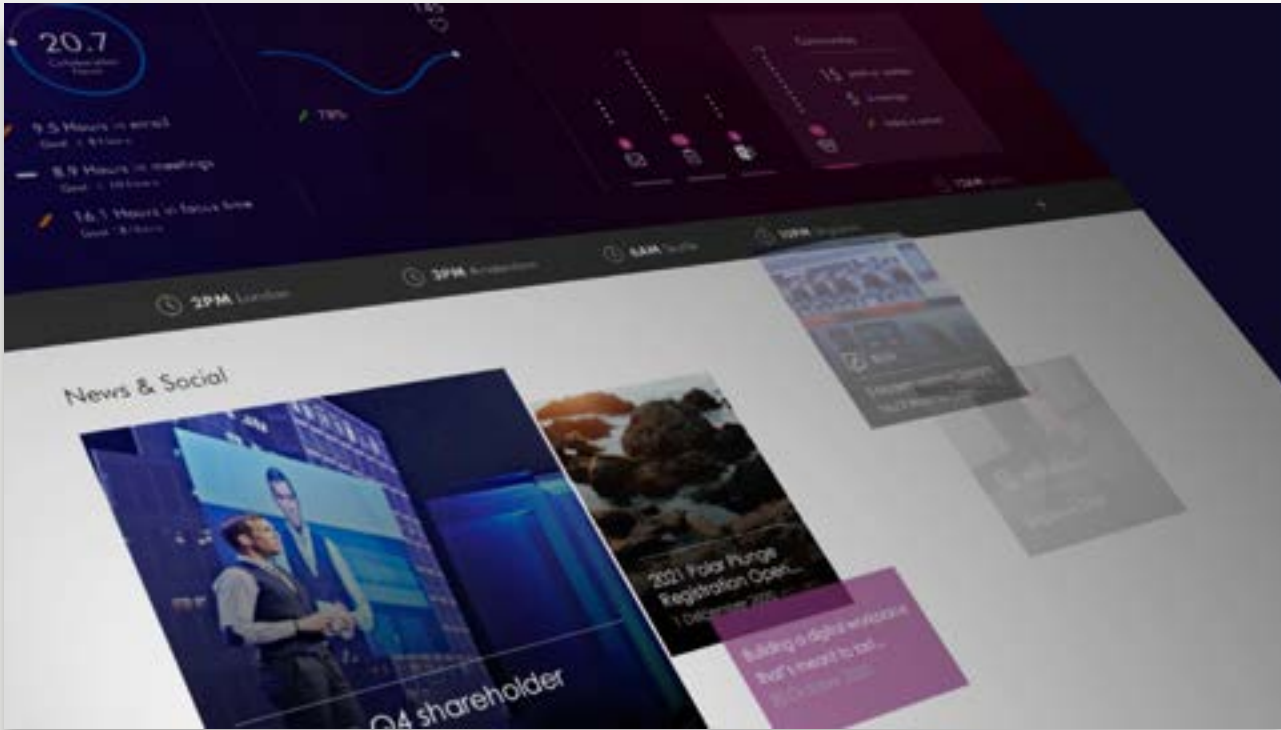
We handled the project from discovery to completed build, creating this design style guide along the way. The guide documents front-end design components that can be used to bring the VoiceFriend look to any interactive piece.



Video

CLIENT	Akumina
THE REQUEST	A small NH-based software firm, Akumina wanted to launch its new intranet software product.
WHAT WE DID	To Akumina’s product launch, we contributed an animated product video that communicates the compelling business benefits delivered by Akumina’s new software without overwhelming viewers with technical detail.
AWARDS	2021 NYX Video Awards winner

[VIEW THE VIDEO](#)



Video

CLIENT	Dell Technologies
THE REQUEST	Looking to relaunch their Dell EMC PowerEdge messaging along with their new servers, Dell Technologies asked MarketReach to create many deliverables for their campaign, including this promotional video.
WHAT WE DID	We created this engaging 90-second piece that introduces the Dell EMC PowerEdge servers and “your innovation engine” messaging. The video has amassed more than 17,200 views on the Dell Technologies Twitter channel.

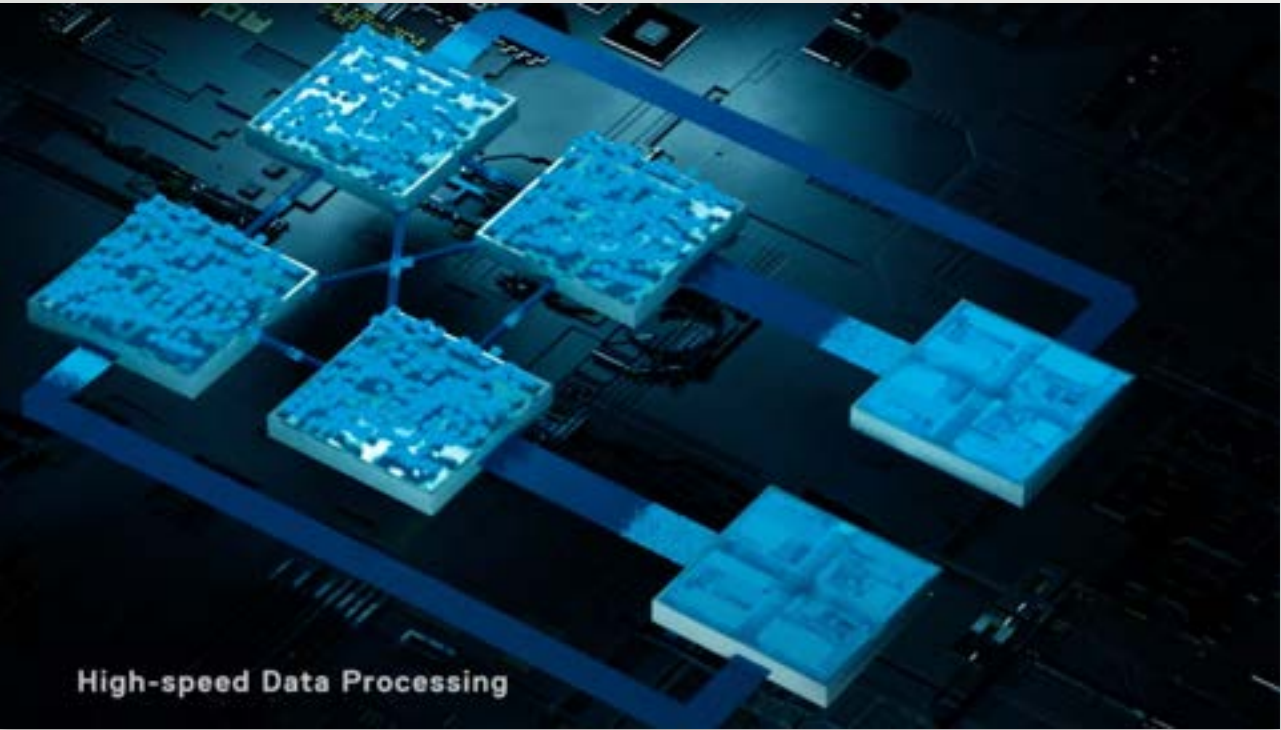
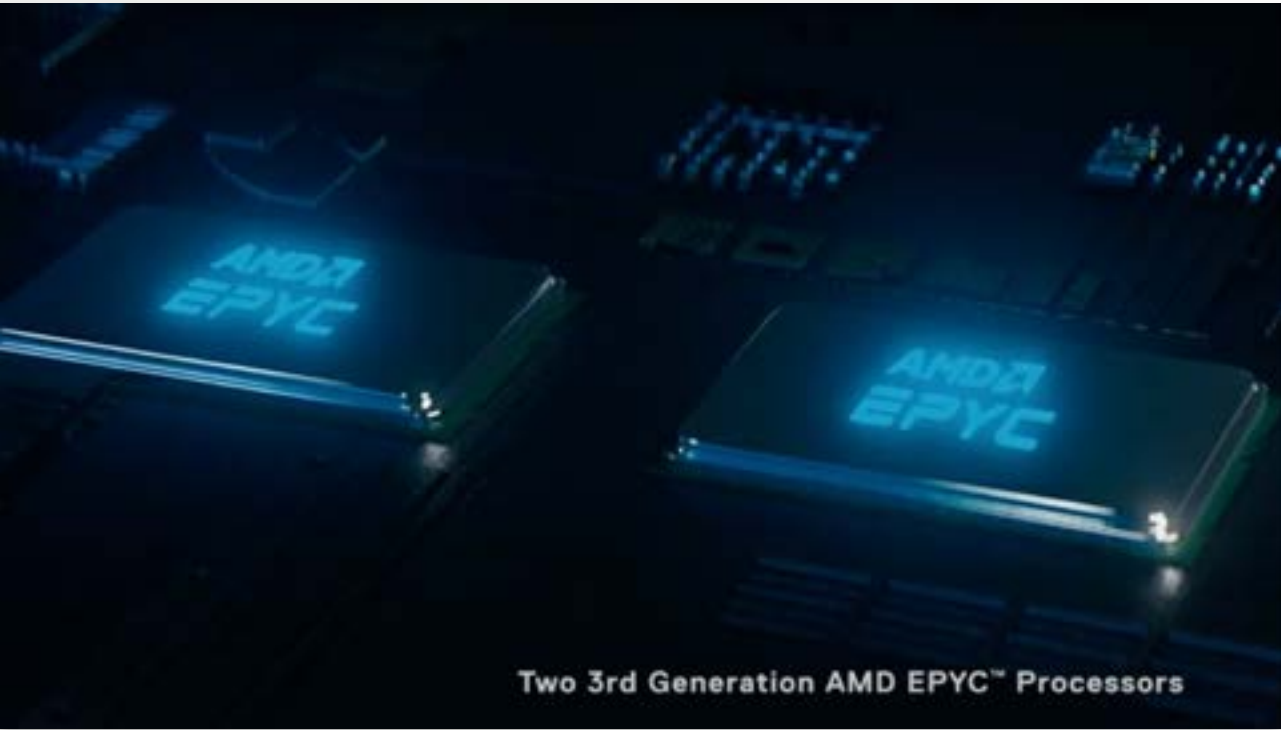
[VIEW THE VIDEO](#)



Video

CLIENT	Dell Technologies
THE REQUEST	Dell Technologies wanted to include a 3D video among product-launch materials for its new Dell EMC PowerEdge XE8545 Server.
WHAT WE DID	We bridged the look of previous Dell Technologies with AMD videos with new branding guidelines and new messaging, to create this 90-second video that communicates technical features, capabilities, and use cases to IT decision makers.

VIEW THE VIDEO



Video

CLIENT	Hewlett Packard Enterprise
THE REQUEST	HPE wanted to explain the high-level benefits and technical capabilities of its data center performance and uptime solution HPE InfoSight.
WHAT WE DID	We distilled a mass of complex technical information into engaging, understandable ideas and conveyed them concisely via voiceover and animation.

VIEW THE VIDEO



Video

CLIENT	Juniper Networks
THE REQUEST	Juniper Networks wanted to explain and promote its approach to 5G to the world’s communications service providers.
WHAT WE DID	To Juniper’s 5G marketing campaign, we contributed a series of highly technical and informative 120-second videos and, for each, an accompanying teaser video and infographic. The complete series of five videos explained Juniper’s whole end-to-end 5G story.



VIEW THE VIDEO



VIEW THE VIDEO



VIEW THE VIDEO

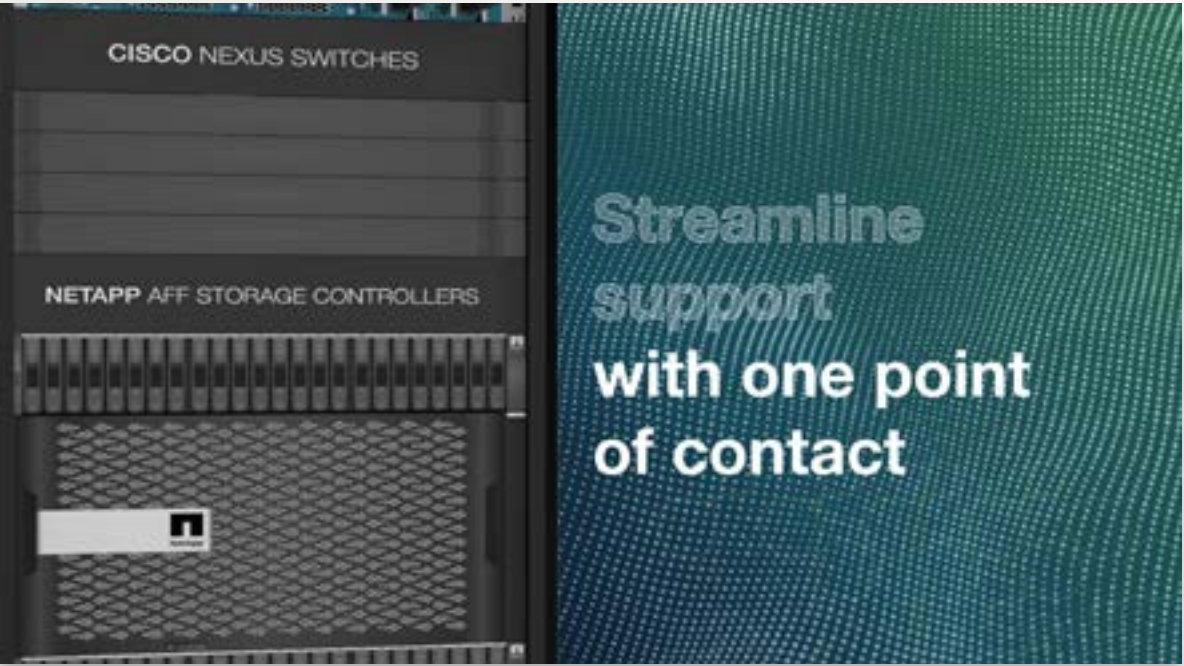


VIEW THE VIDEO

Video

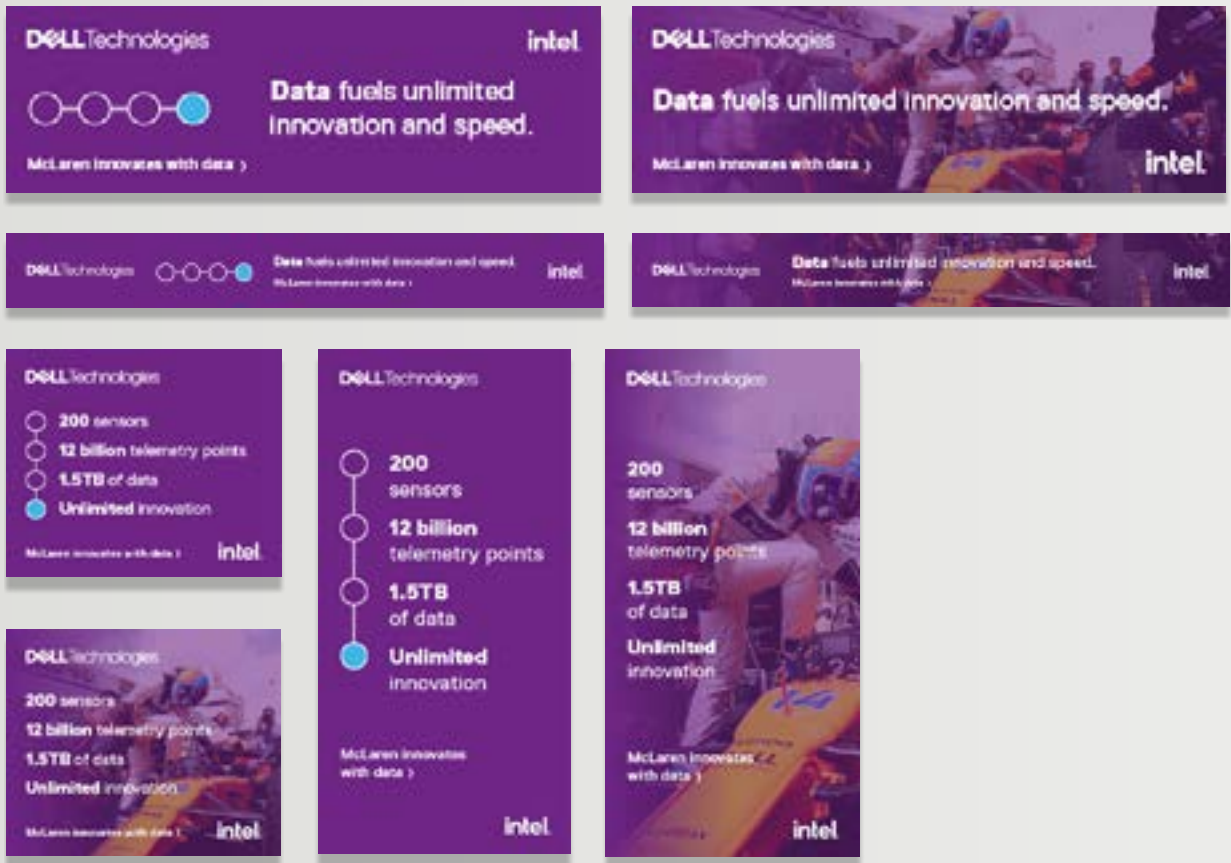
CLIENT	NetApp
THE REQUEST	NetApp wanted to give channel partners a simple and effective means of promoting system refreshes to an audience of existing FlexPod customers.
WHAT WE DID	We created a short, enticing video NetApp partners have since used to excite customers about the benefits of a system refresh.

VIEW THE VIDEO

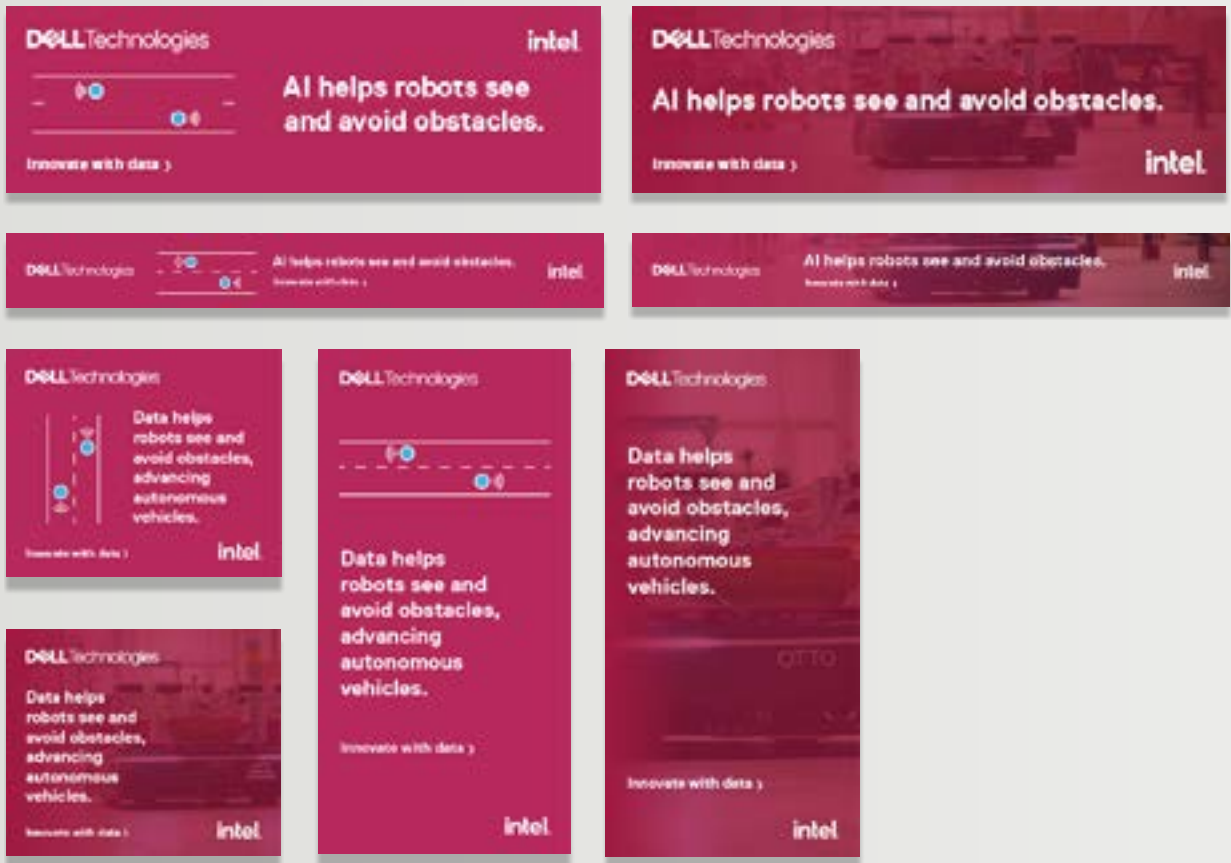


Web banners

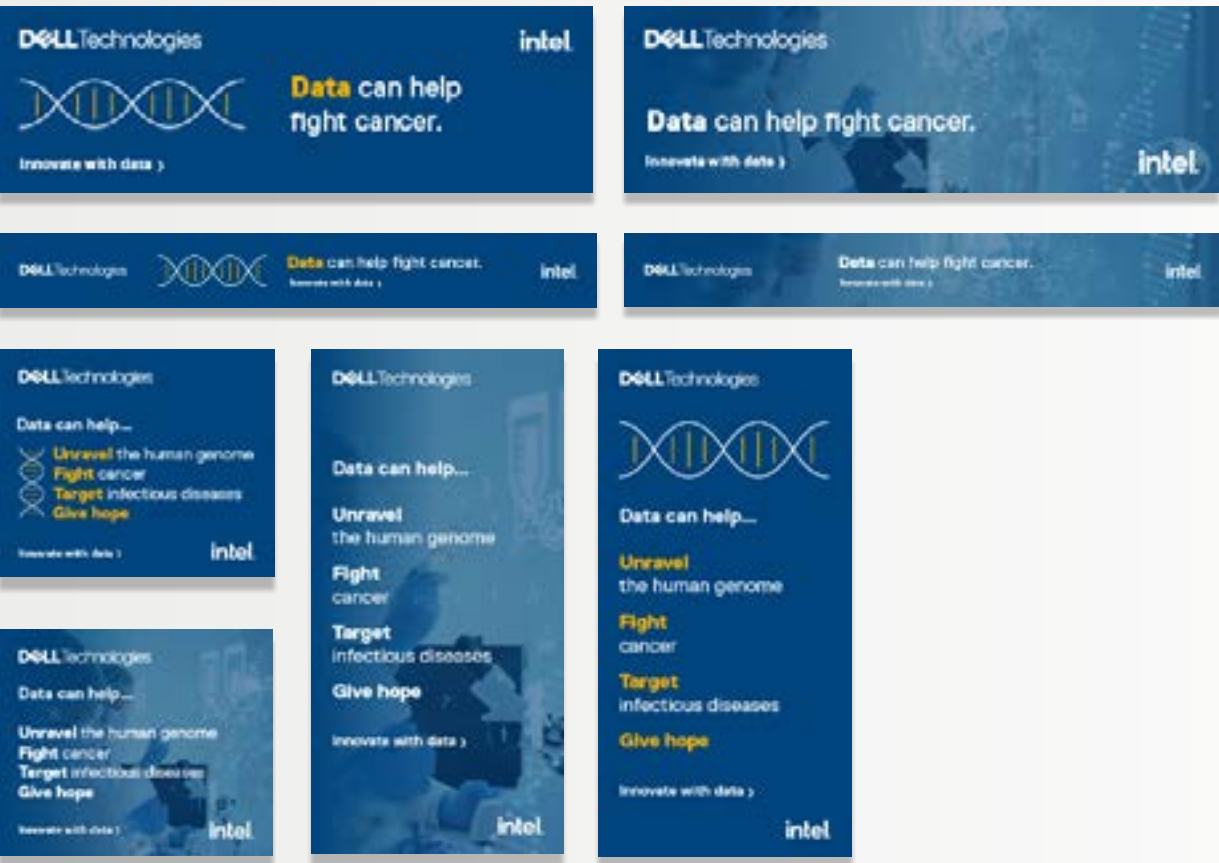
CLIENT	Dell Technologies
THE REQUEST	After creating multiple case studies showing how Dell Technologies empowers organizations across industries to innovate, our client wanted to draw an audience to those case studies via banners on digital trade publications.
WHAT WE DID	For each case study, we created a series of web banners bearing concise copy and appealing visuals.
AWARDS	2021 Hermes Awards winner



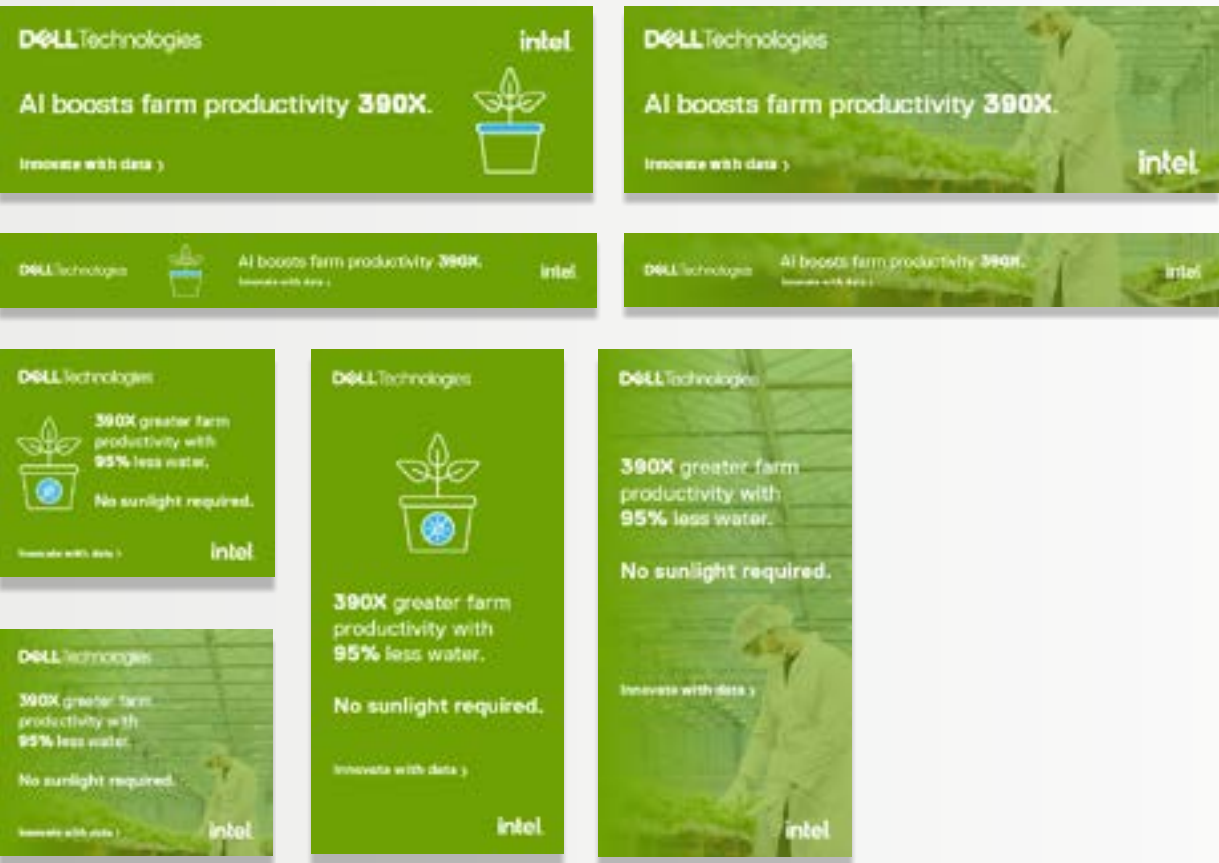
VIEW EXAMPLE



VIEW EXAMPLE



VIEW EXAMPLE



VIEW EXAMPLE

Ready to build something?

So are we.

Let's talk.

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