



Brochure covers and internal spreads

# Create multiple versions of brochure for distinct audiences

## Business

Web-based software developer

## Audiences

Marketing companies, software developers, educators and businesses seeking web and software development resources

## Challenge

Build project volume with targeted audiences. Communicate depth of experience and software knowledge, work process and value of software solutions

## Strategy

Develop messaging architecture to articulate key benefits for each target audience. Establish a progressive look for overview brochure, and modify contents for each audience. Carry visual language and messaging through to new web site

## Results

Higher visibility with all audiences; more projects and proposals in targeted industries; increased sales volume



Website