

# IGM Creative Group Case Studies

**Sharp** – IGM Creative Group lead the process of designing and shaping the infrastructure of Sharp INTELLOS A-UGV's website with the aid of the company's creative team. Sharp INTELLOS A-UGV was a robotics security system that was a cost-effective, multi-terrain, mobile sensor platform that could capture video, audio and environmental data while providing a visible deterrent for large company surveillance.

IGM was responsible for strategizing the INTELLOS campaign and website from the ground up, adhering to strict brand guidelines. Our internal staff of professionals designed a well branded website and provided support to the site, including content and social channels management.

**The Drug, Chemical & Associated Technologies Association** – IGM implemented a new branding campaign to design their new membership website, membership portal and email campaigns. This prestigious global organization has members in almost every country worldwide.

Working in conjunction with their executive team, we lead the rebuild and design of the UI/UX's new brand look and feel. The challenge encompassed a multitude of template pages that were stylized to fit a progressive mega-menu and specifically covered an e-commerce portion of membership sign-up.

The designs lead to creation and full stylizing of their secondary membership portal called DCATConnect.org.

[www.DCAT.org](http://www.DCAT.org), <http://connect.dcat.org/home>

**NJ211.org** – IGM Creative Group is proud to have been given the opportunity to build the infrastructure to support the State of New Jersey's 211 emergency portal, which is the largest directory of public assistance services in the Garden State.

The 211 processes must keep all accurate information and systems running smoothly without downtime and minimal errors on their top tier amazon servers. Discovery of open beds for patients in need, food pantries, cooling centers and places to go when temperatures are below freezing to warm one's body are all entities that have updates made hourly for public usage.

Our staff developed NJ211's new website which included an API-based search engine. We also modernized a new brand logo for NJ211 that incorporates flat design and brand colors to ensure consistency throughout various slides and web pages.

[www.NJ211.org](http://www.NJ211.org), [www.endhungernj.org](http://www.endhungernj.org)

**Tum-E Yummies** – IGM designed and deployed both a targeted email campaign and a related landing webpage for Tum-E Yummies. This youth drink targeted at ages 5 to 14, is manufactured by BYB Brands, Inc. and distributed through the Coca-Cola Bottling network.

We developed their national email marketing campaign, consulted with them on their Business to Consumer marketing, performed data captures, developed their landing pages, as well as, advised them on a PURL (Persistent Uniform Resource Locators) system using various coupon vendors.

[www.tumeyummies.com](http://www.tumeyummies.com)

**340Basics** – IGM was presented with the opportunity to work on the full spectrum of branding and marketing initiatives for Prescription Corporation of America's start-up company, 340Basics. Aligned with the Affordable Care Act and the governments 340B Drug Pricing Program, that allows pharmacists to offer generic drugs for discounts subsidized by the US financing.

From ground zero, we branded the company, built its literature, PPT for sales, sell sheets, booth display and online videos and education videos.

[www.340basics.com](http://www.340basics.com)

**Litigation Services** – IGM created the national ad campaigns for Litigation Services, one of the largest, nationwide owner-operated court reporting and litigation support firms. Our team of talented professionals focused on brand development, their key messaging, SWOT reports, email marketing, promotions, national ad campaigns and website design.

This dovetailed into their tradeshow booth graphics as well as supporting collateral pieces. Our agency formulated a comprehensive business diagnostic analysis through the development of questionnaires, competitive research and examining internal processes to determine how the business should be marketed and advertised holistically.

[www.litigationsservices.com](http://www.litigationsservices.com)

**Garden State Wine Growers Association** – Website for 45 wineries and design plus development for an App now placed in iTunes and Google Play store. Near technology, events feeds and Passport Program that combined gamification and new users to help grow the GSWGGA institution.

[www.newjerseywines.com](http://www.newjerseywines.com)

