

## **Case Study: Sara Lee Corporation**

### **Scenario:**

Sara Lee was looking for a company to assist them with an internal marketing campaign that was to be innovative and eye catching, while at the same time representative of its company-wide commitment to simplify processes and procedures, keeping all costs to a minimum.

### **Solution:**

Working together with Sara Lee staff from multiple divisions, Exomark designed a campaign that was focused and efficient. Our team of professionals concentrated their efforts around developing materials that were both striking and intuitive, but also functional and practical. Our goal was to provide solutions that would be appealing to audiences and create buzz, but that would also hold educational value and have real world application.

### **Results:**

The end result of this campaign was the development of a creative promotional item that was used in conjunction with a web based training module. The promotional item, which was a pop-up box that also held a CD, was used to pique the attention of the intended audience; however, it also held educational value, as Sara Lee's mission, vision, and objectives were integrated into its creative concept and design.

Although the main purpose of the web based presentation was to educate the audience, much like the CD Pop-up Box it played a dual role, as it was also interactive, stimulating, and creatively designed to inform the audience while at the same time communicating the Sara Lee brand.

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