



emu design studio

EMUSLETTER 08

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Emu joins HIMSS

IDENTITY + PRINT + INTERACTIVE



ISSUE 08

More information and samples are available at: www.emudesign.com



did you know?

You can click on any highlighted URL in the Emusletter to go to that website.

happenings

WELCOME TO OUR NEW CLIENTS

We would like to welcome our new clients:

First Choice Power

A retail electric provider serving over 200,000 electric customers across Texas, is based in Fort Worth and has offices in more than 20 cities.

Joseph Woodworking

A company providing custom architectural millwork & cabinetry to Chicago and the Suburbs.

other stuff

Congratulations

Emu would like to congratulate one of our clients, Guy Mansueto of Allscripts, on his new position as VP of Marketing-SMB.

www.allscripts.com

Professional Development

To help support our growing Healthcare IT specialization, Emu has joined HIMSS, an industry professional organization.

www.himss.org

feature



1 MyView Logo 2 eMercial Series 3 HTML Email 4 Poster Series

EMU IS CHOSEN TO HELP DISCOVER AGENTS VIEW THINGS IN A NEW WAY.

Discover Card Financial Services has once again tapped Emu to help with a branding and communications collateral initiative. This latest project was a national rollout campaign for MyView, a new reporting and workflow software system designed to provide Account Managers and Team Leaders with the centralized information they need to improve performance.

We developed a comprehensive roll-out campaign consisting of a Logo and program Identity, a series of four promotional Posters,

an HTML email series, and a pair of Flash-based eMercials which were accessed via Discover's Intranet as well as displayed on common area displays at select locations.

Discover Financial Services, a business unit of Morgan Stanley, operates the Discover® Card brands. They offer a variety of Cards, with additional services including Discover CDs and Money Market Accounts, auto insurance and home loans.

www.discoverfinancial.com