

# NAVAJO

Grow ■ Adapt ■ Win

Multimedia

## BRINGING YOUR MARKETING MESSAGES TO LIFE

Whatever technology products and services you promote, chances are your customers don't just want to read about them—they want to hear about them, experience them and see them in action. Live demonstrations at trade shows, seminars and corporate demo centers have long been the primary ways to meet this need. But with your customers' tight budgets, busy schedules and far-flung home bases, it may become increasingly harder to draw them to traditional presentation venues.

Fortunately, digital video and computer-generated multimedia technologies have made it possible to produce highly refined business presentations, product demonstrations and customer testimonials that do almost everything a live presentation can—as well as many things it can't. And because you can deliver these presentations on CDs, Web sites, DVDs or videocassettes, you can reach a much larger audience than a live presentation, at a fraction of the cost.

But digital video and multimedia presentations require skills, experience and technology that not every in-house creative services team or agency can offer. That's why you should consider NAVAJO Company. As an experienced full-service integrated marketing communications firm, NAVAJO Company has invested in the skills and technologies that have enabled us to wow our clients and their customers with engaging, effective multimedia deliverables.

What makes a multimedia deliverable both engaging and effective?

- **Multi-sensory stimulation.** Multimedia presentations do more than mimic the show-and-tell aspects of a live presentation. They can also incorporate animation, video and audio enhancements to help explain technical and abstract concepts more clearly and drive your messages home more convincingly.



- **Substance.** As stimulating as your presentation may be, you shouldn't forget the basic rules of good marketing communications. Your multimedia presentation needs to deliver clear, credible, compelling information so your audience knows exactly what you are offering and how they can benefit from it.
- **Rhythm.** Good speakers know the fine art of capturing an audience's attention at the beginning of a presentation and retaining it to the end. Likewise, keeping multimedia presentation viewers glued to their screens requires a well-crafted story and a keen ear for pace and tone.
- **Appropriate use of the medium.** Even the most sophisticated multimedia technology can be ineffective if it is not used in an appropriate manner. Many factors, such as content, length, level of interactivity and delivery channel can affect the potency of your presentation and must be considered carefully.

NAVAJO Company can guide you to a complete multimedia package—from concept to delivery. We offer:

- Conceptualization, scripting and storyboarding
- Video shoots and post-production
- Presentation design and production
- Integrated multimedia/video presentations
- Media packaging design
- CD burning and video duplication
- Design and copy for supplementary printed materials or Web site jump pages.



### Choosing NAVAJO Company can make all the difference

- We've written about technologies ranging from digital signal processors to data mining software. We can help your customers understand the functions and business benefits of even the most technically complex solutions.
- As an integrated marketing communication firm, we can help you devise a multimedia presentation plan that fits your overall communications strategy.
- We provide a turnkey solution for multimedia projects. So, you don't have to waste time sourcing multiple vendors and coordinating between them.

### Call us—we're ready to get started

Whether you're ready to embark on your next multimedia project, or you simply want to explore the possibilities multimedia has to offer, contact NAVAJO today. The sooner we talk, the sooner you can deliver.

### Related services from NAVAJO Company

- Brochures and catalog pages
- Corporate backgrounders
- Direct mail pieces
- Sales kits
- Spec sheets/ fact sheets
- Package design
- White papers

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