

CASE STUDY: HAWK-EYE Innovations

In the winter of 2016, Hawk-Eye Innovations — a subsidiary of Sony and the leading provider of sports technology tracking software worldwide — selected GEM to help pitch Major League Baseball teams at the annual MLB training conference. The scope of work included brand positioning, logo design, branded copy and art direction, the design and production of sales collateral and takeaways, and a graphic video highlighting the power of the Hawk-Eye coaching system, called “SMART Baseball.”

To clarify the messaging for the complex software and help Hawk-Eye stand out from competitors, GEM’s creative team designed the sales takeaway in the shape of a baseball, with fold-out panels to help walk prospects through the process. It then created an accompanying sizzle reel for use during the conference and after as a follow-up piece.

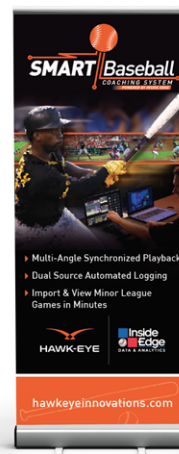
If you’d like to ask Jason what it’s like to work with GEM, email GEM’s CEO, Chris Bartlett for an introduction: Chris@GEM-Advertising.com.

“The GEM team has been unbelievable to work with. They’re so incredibly responsive and are always getting back to me within minutes of sending an email or making a call. The materials were well-planned, well-designed and really stood out. I highly recommend them.”

— Jason Bernstein, former Managing Director
Hawk-Eye Innovations
North America



SEE THE VIDEO: bit.ly/2kdSpNc



1-844-GEM-TEAM | Info@GEM-Advertising.com | GEM-Advertising.com