

OnlineIPE.com

Sales Aids

- self-running, benefit-focused CD demo
- branding and packaging for CD demo
- packaging for product and manuals
- e-newsletter

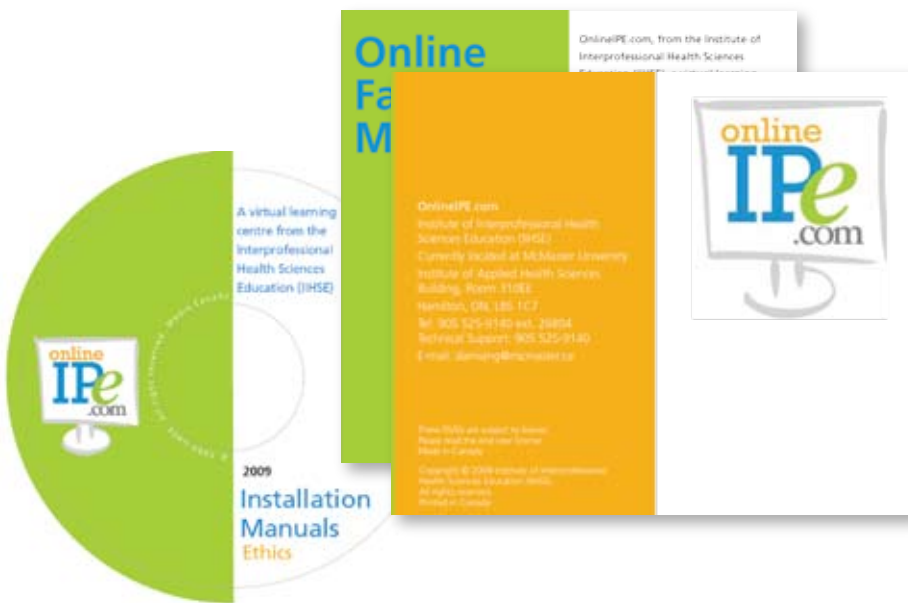


OnlineIPE, the first developer of on-line course material for inter-professional health sciences education (IPE), needs to connect and communicate with potential buyers.

Electra starts with a mini-marketing plan, and then develops the name and visual identity.

Electra's designs and creates an interactive CD promo, that makes the business case and positions OnlineIPE as the industry leader.

Client concerns? How to handle too much success.



You have a lot on your plate.



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Branding

- develop name for product
- needs an easy-to-recognize visual identity
- logo must instantly express on-line learning as opposed to classroom learning
- mini marketing plan

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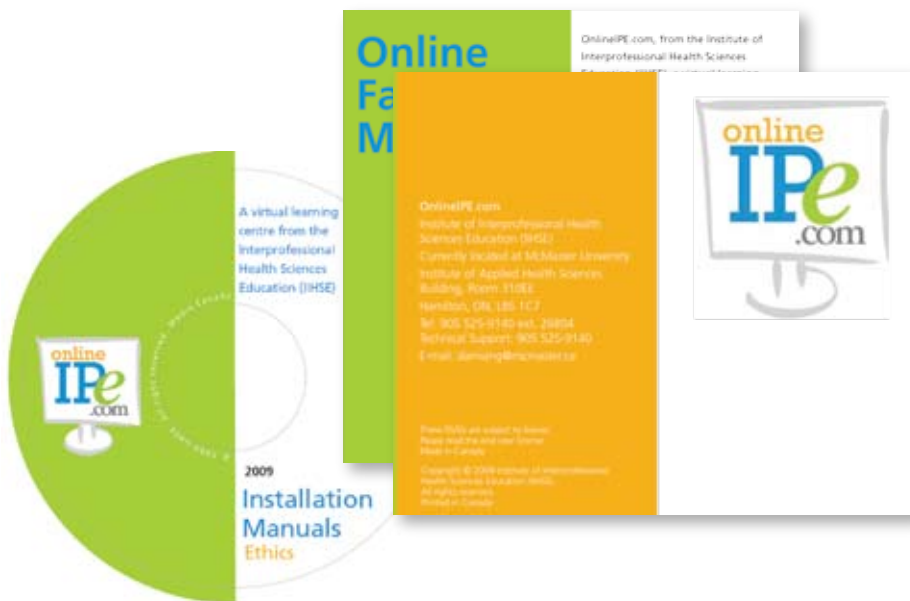


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• Can be used as stand alone courses or as part of a larger course

