

Case Study

Client: Synercard
Industry: Software Development

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Packaging

Background:

Synercard develops and distributes, through an international network of resellers, software that helps companies easily design and produce advanced photo ID cards. Their Asure ID Family of Products™ is renowned for being easier to use, more powerful and flexible enough to allow any kind of company or organization to affordably implement a comprehensive card program.

Situation:

Synercard first approached us when they were working on an early version of one of their products. While they were confident that their products would be ground breaking in the security industry, they also knew that they needed to address a large, international market with a not so large marketing budget.

What We Did:

Over the past few years, we have acted as Synercard's in-house marketing group and have been responsible for writing their marketing plan as well as handling public relations and producing all print material, direct marketing programs, exhibits, packaging and magazine campaigns.



Packaging



Post Cards

"McGill Buckley has become an important part of our company's success through their commitment, talents, and attitude. They thoroughly understand technology and, more importantly, they know how to make it understandable to a wide audience."

— Bruce D. Bianco, President & CEO, Synercard



Magazine Campaign

Ottawa
T: (613) 728-4199
F: (613) 728-6450

Toronto
T: (905) 795-1764
F: (905) 670-5256

Québec
T: (450) 226-8294
F: (450) 226-1814

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Interactive Marketing

Ideas Matter.