



UNISON PROVIDES AN ARRESTING, REFRESHED IMAGE FOR THE MARKET LEADER IN AN EVOLVING INDUSTRY. BLENDING HERITAGE AND LEADERSHIP WITH NEW IDEAS AND INNOVATIONS.

CHALLENGE

Cassidy & Associates, a leader in the government relations industry for over thirty years, came to Unison looking to promote its recent work in higher education, healthcare and energy policy. In addition to showcasing these recent accomplishments, Cassidy wanted to highlight its role as a leader in the rapidly evolving field of energy policy.

SOLUTION

Unison decided to produce a documentary-style video reviewing Cassidy's remarkable accomplishments, as well as a series of banner ads promoting the acumen of two Cassidy associates who are at the forefront of energy policy. Unison undertook an exhaustive content research and image evaluation process to develop the script and select final imagery from literally thousands of photos. A script went through numerous revisions, voiceover was recorded and the final product was developed in Flash.



RESULT

The final result was a stunning five-minute video and a series of creative promotional banners solidifying Cassidy's distinctive identity as a leader in both the government relations industry and the crucial sector of energy policy. The pieces provided an elegant and concise overview of Cassidy's remarkable history and exceptional positioning for future shifts in the political landscape and reintroduced existing Cassidy clients to the firm they only thought they knew.

ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

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