

Approach:

Girvin has created a variety of awareness materials for the Microsoft Giving campaign, a program that supports the United Way, with the objective of inspiring employees of Microsoft to generously donate their time and resources. These materials have included posters, brochures, direct mail pieces, sweatshirts and a *Company Meeting* promotional video.



"More than anything, I felt the GIRVIN team listened to what was being asked of them. They listened and then did meticulous research to educate themselves about the product or concept/subject matter. The (Office Max) end cap is a great example of understanding the scope of the project and developing an effective solution. So effective was the solution that sales increased by 400%. Now that's a great result!"

Rebecca Kotch | Former Merchandising Manager | Microsoft Corporation



| Print

Result:

Girvin's success in creating design solutions has heightened the visibility of the program on the Microsoft campus and helped increase the level of campaign contributions.



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