Case Study

"Thinking It Through"

Business Challenge

Develop an original white paper in the early days of the Web; aim for a "shelf life" of ≥2 years. Inform design, media and content businesses about the implications of the Internet for their industry and future customers.

Client Profile

Apple Marketing group responsible for publishing/graphics/new media industries
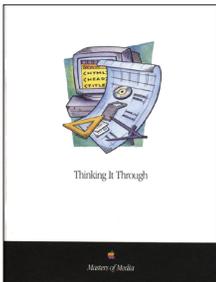
Project Outcomes

- Developed the content for a highly regarded white paper, on time and on budget

- Apple distributed hundreds of thousands of copies around the world, in multiple languages — over several years

- Content guided core syllabus for leading universities' new media courses

- Full-service agencies adapted it for client relations, digital marketing service development

- Remarkable amount of positive feedback to Apple and Informing Arts for years after

Project Summary

Informing Arts handled all aspects of content development, except for page layout / design, production and translation. IA pitched Apple on the concept, rationale and process for creating this paper, and garnered Apple's enthusiastic support.

Key Activities

- Interviewed forward-thinking developers (e.g., Adobe) on the implications of the Internet for software products, services and applications

- Interviewed Apple product managers and developers

- Interviewed early adopters, visionaries, and "lighthouse customers" for their perspectives on how the Internet was likely to transform B2B and B2C communications, and disrupt established industries

- Experimented with released and beta Internet applications, to further our own practice-based understanding of the Web's implications

- Created conceptual models to suggest where and how the Web would most likely have huge impacts

- Developed the outline, wrote and edited all the content for the white paper — without benefit of a "creative brief" from the client

- Conducted several review and editing cycles with internal Apple clients

- Delivered manuscript, graphics and tables to Apple's design team

- Handled post-publication interactions with universities, agencies, and others requesting citation or reprint rights on Apple's behalf

Thinking It Through

Masters of Media

Informing Arts