

Michael Howell
Creative Solutions

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Creative Solutions for:

John Hancock Mutual Life Insurance
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Natural MicroSystems Corp.
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Concord Communications
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**Concord Communications' New Ads --
"Because you never know..."**

A recent creative collaboration with Stillpoint Studios (www.stillpoint-studios.com) brought to life one of the more attention-getting campaigns in the IT/infrastructure management arena.

Designed to communicate the advantage of Concord Communications' eHealth Suite of products -- that it monitors networks, systems, and applications around the clock, warning an enterprise of imminent performance degradation or outages -- Michael Howell and Stillpoint developed the theme "Because you never know."



The key to the campaign was to have startling visuals depict a series of disasters that might befall an infrastructure, all completely unexpected. How to protect against them? Concord. The pull-down menus keyed the fanciful disasters to actual problems that managers face.

The campaign ran in trade publications in North America and Europe.

For this kind of head-on approach, call 617-630-9091.