

Akamai + Netmagic  
DM Ideas

PROPOSITION

SPEED/PERFORMANCE



1.

An hour glass will be sent in a box. The box will contain messaging that will ask the receiver to empty the hourglass to find out more.

As the glass is emptied, the person will discover a small rolled paper that says "Your wait is over". The messaging then conveys the speed of solutions provided by Netmagic along with Akamai. This high speed performance eliminates wait times and will make the bank's services highly effective.

**Alternatively**, an empty hourglass can be sent with the top messaging "your wait is over".



2.

A postcard with a beautiful picture of Westrey; it contains the following messaging :

**The world's shortest flight takes 2 minutes to go from Westrey to Papa Westrey.**

**You can reach over 70 countries in just few seconds.**

**To find out how, visit [www.70countries.com](http://www.70countries.com)**

The website will contain information on how Netmagic and Akamai can help businesses reach out in the least possible time (Akamai has over 400 servers across 70 countries)



3.

A teaser DM which shows a number of hand icons placed on to a single "Enter" button.

The messaging reads:

**"Can you make your business click?"**

To answer, please visit :

[www.yourbusinessclicks.com](http://www.yourbusinessclicks.com)

On visiting the website, the person will be challenged to click on a button as many times as possible in 5 seconds.

20?

Your customer-clicks are over 1000 every second.

Presenting Netmagic+Akamai's high speed IT solutions to keep up with your business and make it click.

LOADING...



4.

A pull-out DM where the load-bar will show completely loaded as the person pulls the inner card. The text will animate as :

When not pulled - LOADING

Pulled out - LOADING IN ZERO TIME

The rest of the DM will contain messaging around how Netmagic+Akamai will speed up the business and help the business grow.



5.

A pull-out DM where on pulling out, the pause icon changes to a fast-forward icon. The pull out card will pull the pause icon by its center point and the two bars will twist to form fast-forward.

The pulled out DM will show the following messaging : "SPEED UP YOUR BUSINESS WITH NETMAGIC IN ASSOCIATION WITH AKAMAI."

PROPOSITION

BUSINESS GROWTH



# THANK YOU

MORGAN STANLEY

1.

CXOs will receive a Thank You card. This card will show a hypothetical vote of thanks from the customers for their excellent service.

A letter enclosed will then reveal that Netmagic+Akamai can make businesses reach the highest level of accolade, growth and admiration.



PULL



2.

CXOs will receive a DM which shows a Sad-smiley. When the DM is pulled from the top, the sadness turns into happiness and the messaging will read :

“Netmagic+Akamai is all about growing happy customers”.

Lorem  
ipsum

TO BOOST YOUR  
BUSINESS,  
PULL THE BAR

PULL

TO BOOST YOUR  
BUSINESS,  
PULL THE BAR

3.

CXOs will receive a DM which shows bar and messaging to pull the bar. As it's pulled, it shows the bar growing and the messaging will read :

“Presenting high performance IT solutions from Netmagic along with Akamai”.