



technology

A marketing training program designed to educate 2000 Sun marketing employees.



Sun Microsystems

The Problem

Marketing training was needed for Sun marketing employees to better understand Sun's brand positioning and marketing strategies.

The Solution

Vaughan and Company developed a pilot program called "Marketing Bootcamp" for Sun marketers. As part of the development team, Vaughan and Company created course curriculum and materials as well as branding the event with lighthearted graphics and promotions to make it memorable for learners.