

IBM CUSTOMER FACING SOLUTIONS

AIM Autosport

Creating a unique and engaging brand identity program for AIM Autosport's non-profit driver and engineer scholarship program--Team A.I.M.--the Customer Facing Solutions (CFS) team put the pedal to the metal. From the program's branding to its rich-media microsite, from online gaming to sponsorship tools, print ads, and event marketing consulting, we drove Team A.I.M. into the winner's circle.

