

Cramer Partners With Unisfair To Provide Unrivaled Content To Industry Leading Virtual Events Platform

Collaboration Brings Cramer's Expertise in Creating Engaging On-line Experiences To Unisfair's State-Of-The-Art Virtual Events Platform



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Norwood, MA, April 30, 2009 – Cramer, a digital marketing and event solutions agency, today announced a partnership with Unisfair, the leader in virtual events and virtual environments for business, to better serve clients who demand a custom, easy-to-navigate virtual event experience. Online virtual events utilize rich media including video, audio and animation all within an immersive 3D graphic environment as a way to replicate the experiential qualities of live face-to-face events.

“At a time when the value of traditional marketing campaigns is diminishing our collaboration with Cramer is increasingly relevant,” said Stu Schmidt, Global VP of Sales, Unisfair. “Our proven technology combined with Cramer’s ability to develop creative content will deliver more engaging online experiences for businesses that will translate into real results.”

As a strategic partner of Unisfair, Cramer delivers an end-to-end digital marketing and creative content solution for virtual events. From audience acquisition and messaging strategies to creative development and execution of media production and content, Cramer provides comprehensive solutions for the creation of an engaging virtual event.

“We have built our business and reputation by delivering creative and effective event content,” said Phil Collyer, Senior Vice President, Creative Services, Cramer. “Utilizing the rich tools and flexible platform that Unisfair provides, Cramer adds the energy and passion of a live event to the virtual platform in extraordinary ways. Virtual meetings and events demand a unique approach to content creation in order to be entertaining and effective, and we are taking Cramer’s 25 years of experience in event and digital solutions and applying it to this challenge.”

About

Unisfair

Unisfair powers the world’s virtual events and virtual environments for business. Virtual events and business environments are used for marketing, recruiting and collaboration. If it can be done physically, Unisfair can replicate it virtually—with superior return on investment.

Unisfair has powered over 500 virtual events for enterprise clients including Cisco Systems, IBM, SAP, and KPMG; and for media clients including Forbes, Economist, CMP, Rogers Publishing and Penton Media.

Unisfair is privately held with headquarters in Menlo Park, California and offices in New York and Israel.

About

Cramer

Cramer is a digital marketing and event solutions agency that fuses creativity and technology to design and execute experiences that move audiences. For more than 25 years, the agency has helped the world's leading and emerging brands win and retain loyal customers, launch products and inspire sales teams. Reaching audiences online, offline, through emerging media and face-to-face, Cramer creates personalized, integrated marketing programs and events that maximize marketing impact—and their clients' dollars. Cramer’s clients include Boston Scientific, Gillette and EMD Serono, Inc. Cramer is a privately held company. For more information please go to <http://www.crameronline.com> or visit their blog at <http://www.awidernet.com>.

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