

## Wiretree & Jack Welch: High Profile Turn-Around Project

*“We went through three copywriters before Write2Market saved the day.”*

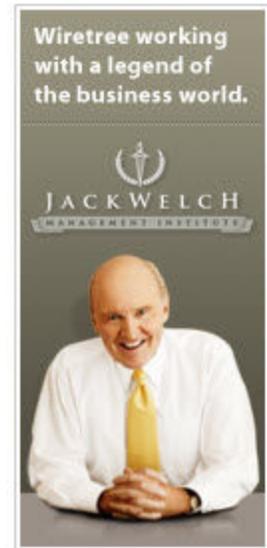
--Will Weyer, Co-Founder, Wiretree

It's not often the content development team gets flowers, but the day the Jack Welch Management Institute site launched, their agency, Wiretree, sent a beautiful white arrangement to Write2Market.



Just hit rewind for a couple days, and maybe you can understand why:

- Jack Welch launched a management institute at Chancellor University. The web site for this high profile project was going live in 3 days.
- The powerful business legend and his team had gone through three copywriters already.
- Jack and his team turned to Wiretree, their interactive agency, for a solution. They loved the design—now could Wiretree bring copy to complement it?



### Road to results

“Write2Market said they’d take a look at it once I explained the situation,” says Will Weyer, co-founder, Wiretree. “They didn’t promise they could deliver until they took in the scope of the project.” Wiretree did an “agency buy out” for Write2Market’s time the following day.

*They received the brochure copy and the copy for the entire web site at the end of the day.* “That kind of speed blew us away, but we all know that quality is the more important issue,” says Will.

Everyone held their breath while the content went to the Jack Welch review team. The reviewers found little to revise. “We made a few polishes but basically, it was spot on—the tone was just right,” says Will.

At Write2Market, the team that put the content together celebrated with high fives all around. “It’s not every day we get to work on content for a business legend like Jack Welch,” said Casey Fiesler, Write2Market writer, Clarion writing school graduate, and winner of the Burton Writing Award.

### Web sites you can celebrate

“I’m glad Wiretree brought us in,” says Lisa Calhoun, CEO of Write2Market. “They had a clear strategic direction for the site and provided superb support, with access to all the materials and answers we needed. I can see why they’re involved with this level of business. You don’t see this level of attention to the entire project from your average interactive agency. Wiretree treated this as more than a web site going live—it was a business launch.”