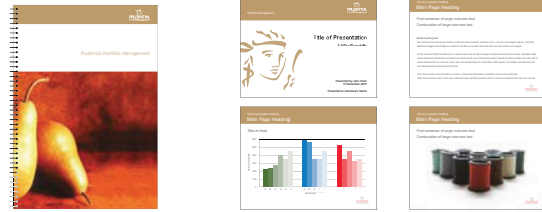
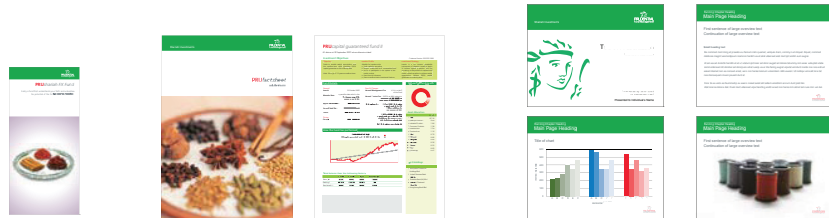


## Case Study Prudential Fund Management Berhad

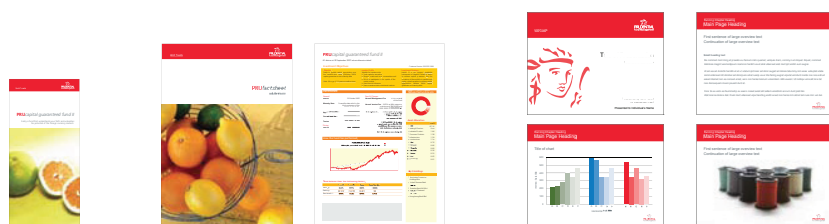
### Portfolio Management



### Shariah Investments



### Unit Trusts



## Architecting communications for Prudential Malaysia

The Prudential Fund Management business approached Tandem Design to help to develop a more cohesive product literature architecture marketing collateral system.

#### Scope

Products Literature System

#### Deliverables

Information Architecture  
Design Toolkit

#### Issue

The Malaysian fund market is a rapidly growing business, with a multitude of new product launches happening in quick succession by different product teams. With the rapid growth came lack of clear positioning between product categories and customer channels.

Tandem Design was charged with reviewing the current state of affairs and developing a new product literature architecture to help customers and staff differentiate products.

#### Solution

Reviewing existing materials uncovered the key insight, that while colour was being used effectively on individual items, but not at the literature system level.

Tandem Design developed a new product identification colour bar that would maintain the existing collateral design, but help customers and staff distinguish between products categories and marketing channels.

#### Result

The system is being applied to in an environmentally responsible manner by only applying to new fund materials and reprinting of exhausted supplies. Design principles for the system was documented to allow existing partners to easily apply the new system.