

Merrill Lynch Advice & Guidance Web Site

Proposed Sitemap and Wireframes



1936 Broadway, 5th Floor, New York, NY 10010
Tel 212 258 9200 Fax 212 258 9200 www.hnw.com

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HNW TEAM

Heather McKim
SVP, Strategy & Interactive
Direct 212.258.9241
hmckim@hnw.com

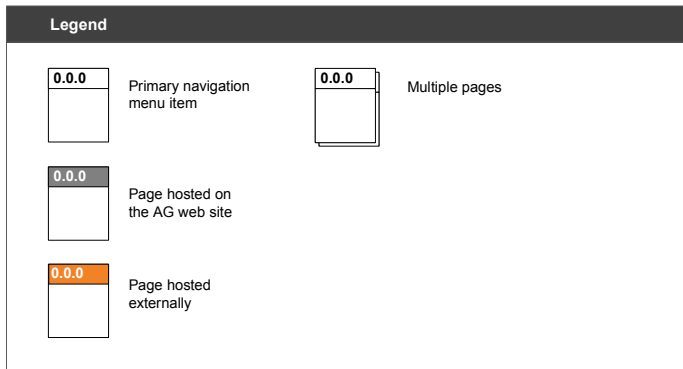
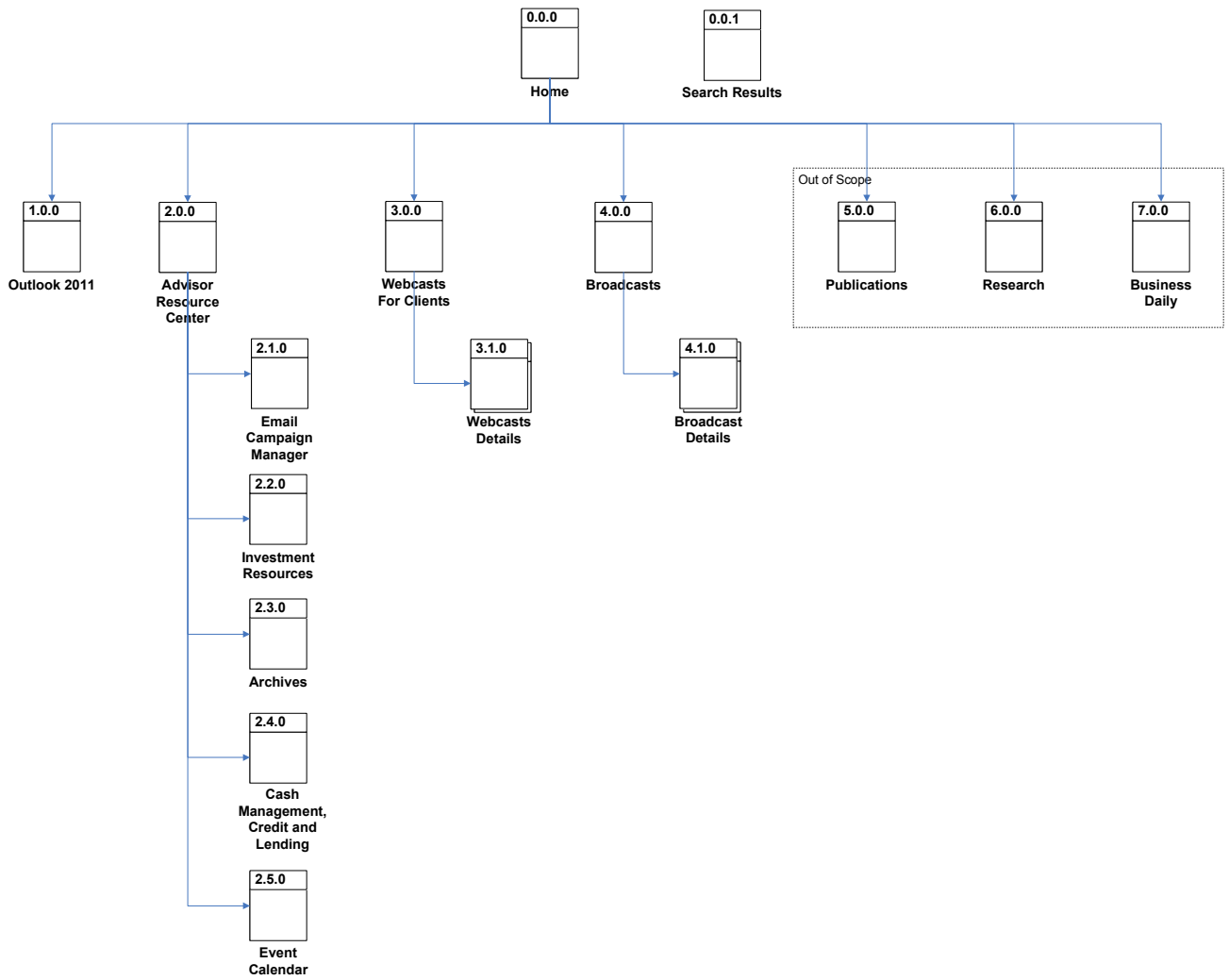
Pawel Tulin
Vice President, User Experience
Direct 212.258.9277
ptulin@hnw.com@hnw.com


Monika Smyczek
Associate Director, Project Management
Direct 212.258.9250
msmyczek@hnw.com

DOCUMENT AUTHORS

Pawel Tulin
Vice President, User Experience
Direct 212.258.9277
ptulin@hnw.com@hnw.com

Proposed Site Map

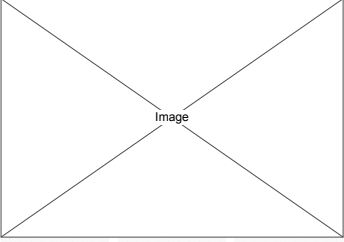


Search

Welcome User User

HomeOutlook 2011Advisor Resource CenterWebcasts For ClientsBroadcastsPublicationsResearchBusiness DailyInvestment Management and Guidance

Advice and Guidance



Introduction

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Contacts

See all

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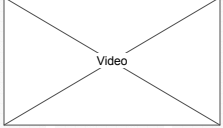
Outlook 2011

[Guide](#)
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[Conference Call](#)
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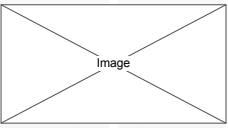
Featured Webcast



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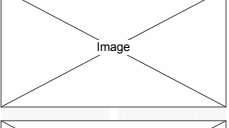
News and alerts

[View all news and alerts](#)



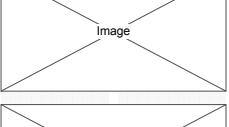
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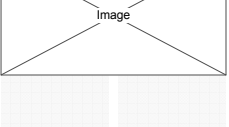
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Event Calendar

See all

Jan 16, 2011

[Title](#)

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Quick Links

Advisor Resource Center

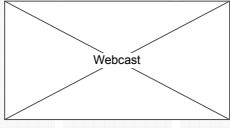
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[view](#)

Email Campaign Manager

View

Use the Email Campaign Manager to invite Clients & Prospects to watch the client Webcasts.



IMG Implementation Guide

The Implementation Guide suite matches the best ideas from ML Research with IMG's high conviction implementation.


[Investment By Theme »](#)
[Total Solutions »](#)
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Footer

INTERACTION NOTES

Homepage focuses on the introduction to the site and highlights main campaigns (Outlook 2011) as well as current News and Alerts. Additional functions are moved to the right rail as reusable modules which can be used in other sections of the site.

Page fold



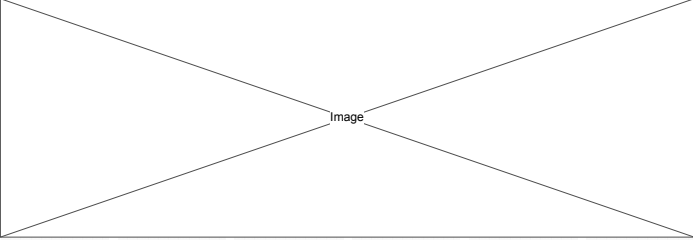
Logo and Branding

Welcome User User

Home Outlook 2011 Advisor Resource Center Webcasts For Clients Broadcasts Publications Research Business Daily Investment Management and Guidance

Home > Outlook 2011 Print

Outlook 2011



Image

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▶ Whitepapers

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▶ Conference Calls

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▶ Research Roadshows

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▶ Monthly publications

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▶ IMC Lists

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▶ Ads

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▶ Invites

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▶ PDFs

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▶ Powerpoints

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▶ Webcasts/Broadcasts

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▶ Direct Mail kits

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▶ Implementation Guides

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▼ Event Calendar See all

Jan 16, 2011

Title

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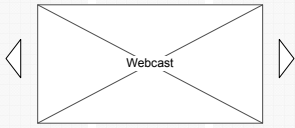
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▼ Email Campaign Manager View

Use the Email Campaign Manager to invite Clients & Prospects to watch the client Webcasts.



Webcast

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- [Total Solutions](#)
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Footer

INTERACTION NOTES

Outlook 2011 is a new page that provides an overview of the campaign as well as one stop resource for related materials

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Information Architecture
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hnhw Page 5 of 11

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Logo and Branding

Search

Welcome User User

Home Outlook 2011 Advisor Resource Center Webcasts For Clients Broadcasts Publications Research Business Daily

Investment Management and Guidance

[Home](#) > [Advisor Resource Center](#) [Print](#)

Advisor Resource Center

Header

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Your Tools [View all tools](#)

<p>Email Webcasts to Your Clients</p> <p>Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris n.....</p> <p style="text-align: right;">See more</p>	<p>Investment Resources</p> <p>Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris n.....</p> <p style="text-align: right;">See more</p>
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Event Calendar

Jan 16, 2011

Title

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Your Resources

Thought Leadership

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Seminars

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<p>Market Volatility</p> <p>Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>	<p>Rising Taxes/Bottoming of Interest Rates</p> <p>Excepteur sint occaecat Cupidatat non proident, sunt in culpa</p>	<p>High Quality Global/Multinationals</p> <p>Nam liber te conscient To factor tum poen legum odioqueciuida.</p>
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Client Events

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Other Resources

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<p>Market Volatility</p> <p>Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud</p>	<p>Rising Taxes/Bottoming of Interest Rates</p> <p>Excepteur sint occaecat Cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum</p>	<p>High Quality Global/Multinationals</p> <p>Nam liber te conscient To factor tum poen legum odioqueciuida.</p>
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Footer

INTERACTION NOTES

Advisor Resource Manager is a repository of tools and resources available to advisors

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 Information Architecture
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Email Campaign Manager

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Footer

INTERACTION NOTES

Email Campaign Manager allows advisors to email webcasts to their clients.

Recommended: Email Campaign Manager should be embedded in the I-Frame to allow user stay within a site.

Investment Resources



Logo and Branding

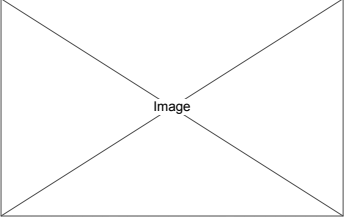
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Home > Advisor Resource Center > Investment ResourcesPrint

Investment Resources





Image


Header

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Tools for Presenting to Clients View all


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Tools for Financial Advisers View all

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Solutions for Business

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Event Calendar See all

Jan 16, 2011

Title

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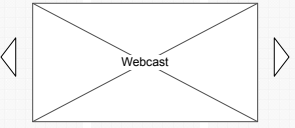
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Webcast

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INTERACTION NOTES

Investment Resources page is brought up to the second level navigation (previously the only access was via links in the content)

Webcasts for Clients

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Home > Webcasts for Clients
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Webcasts

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Featured Webcast

Date: 00.00.0000 Time: 1.00 Email this webcast to your clients

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Video

Email this Webcast

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Video

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view

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Webcast

Footer

INTERACTION NOTES

Overview of available webcasts

Broadcasts

Welcome User User

Home Outlook 2011 Advisor Resource Center Webcasts For Clients **Broadcasts** Publications Research Business Daily Investment Management and Guidance

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Broadcasts

Featured Broadcast

Date: 00.00.0000 Time: 1.00

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INTERACTION NOTES

Broadcast Detail page allows for high quality viewing of the selected broadcast

Recommendation: embed video within a page