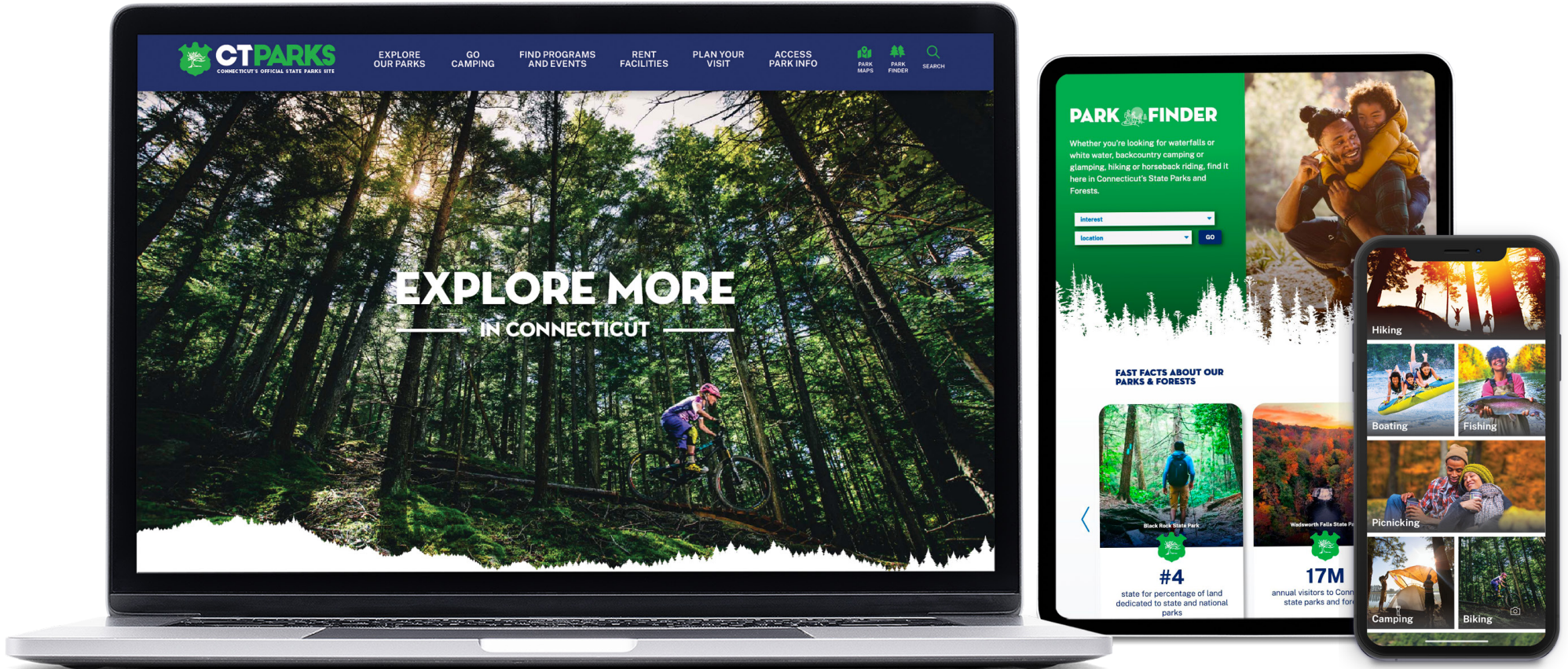


69th Annual Advertising Club of CT Awards Show

Project Description: CT State Parks Website

Connecticut has some of the richest natural assets in the nation, but few ventured beyond only the most popular parks. And current website wasn't helping the cause. So when DEEP approached us to create the country's "best" parks website, we reimagined the whole experience. Featuring a redesigned user interface and site architecture, custom video, refreshed copy, and a new interactive Park Finder Tool, the new site fuels content discovery and bring the parks to life on the screen. The end result? An engaging, user-centered digital destination that beckons visitors to explore the site—and the parks.

Website



[View Website Here >](#)