Description: A brief description of this work and the creative idea:
Our redesigned website highlights expanded marketing services, a refreshed logo, and an updated portfolio. We introduced a "Team Tips" page to generate social and email content, and restructured our FAQ using custom post-type functionality for better organization and user interaction. We also added an accessibility plug-in, so everyone can use our site to their fullest ability. Unique animations and interactive design elements bring the experience to life—reflecting our collaborative spirit and commitment to innovation.

The Brief: What were the main challenges? What were the key objectives?

Our main challenge was balancing a fresh, innovative look with our established brand identity. We wanted to infuse personality and innovation into the site while keeping focus on our services—and to show, not just tell, what sets us apart. Key objectives included clearly presenting our expanded offerings, enhancing UX with engaging visuals, and creatively showcasing our team's expertise and character in a way that feels authentic, approachable, and uniquely us.

Solution + Results: How did you solve the brief? What were the top three results?

We solved the brief by focusing on visibility, connection, and accessibility. First, improved SEO drove a 74% rise in organic traffic and a 212% increase in impressions, helping us reach more users. Second, new pages like "Our Team" and "Team Tips" foster early trust—people often mention them as reasons they're excited to connect. Third, we made the site more accessible, so it's inclusive and sets the standard we want our clients to follow.

Context: Are there any specific cultural/regional/local references that are important for judges to understand? Some of our judges are from overseas markets. Are there any specific cultural/regional/local references that are important for judges to understand?

No.

AI Usage: Was any AI used in this project?

Was any AI used in this project? If yes, please highlight the specific tools used and if AI generated any parts of the final execution. If not, please indicate N/A.

AI wasn't used in the creation of the website, but it has been used to help write blog posts that have been added to the website since its launch.

Trigger Warning - Is there anything in this work that could be difficult for someone to watch/hear/engage with? If so, please let us know. This is a Yes/No/Maybe question. We'll be in touch if you choose "yes" or "maybe."

No.