

Award Creative – agency repositioning

Award Creative has been producing exceptional web and print design for its impressive client base for years. 2015, however, saw the agency's re-launch as its offer extended to encompass a full branding service. I worked with the directors to understand their objectives and to re-establish company values as it targeted growth.

The website was to be the key medium to communicate Award's change in service offer and visual identity. All subsequent changes to print collateral, stationery, and other online presence would follow its lead.

Creative Director Andy had found some time to produce copy suggestions, and had a clear idea of site structure and visual concept. However I was able to take a step backwards with him in really getting to the core of Award's offer – its customer service and relationship building.

Focusing on a basic overview of services rather than an unnecessarily complicated menu of options, we were able to agree explanatory copy that was in keeping with the site's elegant simplicity. An informal, approachable tone of voice ensured that none of the elitism often found within the design industry could detract from Award's genuine nature.

As ever, the job of creating great web content doesn't end at handing over a Word document. I worked with the designers to ensure formatting was correct, and produced a final mark-up to highlight mistakes, inconsistencies, and areas for potential future improvement and expansion.

Seeing things through

As well as creating impactful, targeted copy, I also pride myself on an ability to spot a mistake at a thousand paces. Particularly where digital media are concerned, even the most accurate and grammatically-sound of writing can find itself shifted, shunted and ruined by formatting. A thorough check through all pages – for both desktop and mobile platforms – revealed a number of inaccuracies that were corrected before launch.

ABOUT US

OPINION

NOT BRAGGING

CONTACT



R I C H
W R I T E S