

Baconinflate

CMS Website

A powerful website intended to spearhead communications and assist in expansion through mainland Europe.

Background:

Baconinflate create, design, engineer and manufacture innovative temporary structures for some of the Worlds leading brands. Their range, including the inflatable EventStation®, EventHaus® and EventVillage®, provides an alternative cost-effective solution to the traditional marquee.

Brief:

Spearhead the companies new strategic communication plan as the company expanded into mainland Europe for the first time. The remit also included displaying and explaining their products in a concise, engaging environment whilst being easy to manage and update internally.

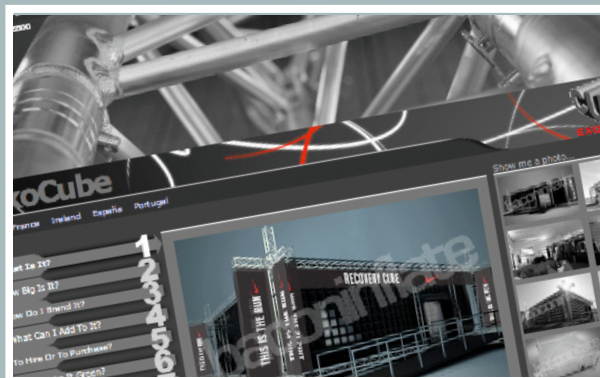
Execution:

Design concepts that would include video and photography were signed-off quickly and the resultant website produced in a very short time frame.

Every element of the site is content managed by the client and a full reporting suite has been added to track performance.

See the work

www.baconinflate.co.uk



Details

Remit
Website Production & Hosting

Project Value
£5,800

Timescale
Concept to reality in 22 days. Target was 30 days.

Design
Nick Clinton

Client Management
Joe Birkedale
Adam Norris

Art Direction
Joe Birkedale

Production
Anthony Blackshaw
Ross Tarran

Headline Results
22% increase in customer enquiries

300% increase in depth of visit

54% increase in time on site

41% reduction in bounce rates

Knock-on Result
Re-enforced dominance as the premier organisation of its type

Assisted in the appointment of Pan-European re-seller partners