

WANT TO SAVE 90% OF YOUR COSTS?

OBJECTIVE

Making the West Midlands a primary choice for visitors, investment and businesses is priority one for AWM. As a regional development agency servicing a vast array of stakeholders – from central government to voluntary groups and small companies - their job isn't easy. How do they represent the complex range of stakeholders across a diverse geographical region? How do they service everyone online with clear and relevant messages while making the site easy to use and accessible? Further, how does AWM support its array of related organisations with cost effective digital communications that make a difference?



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SOLUTION

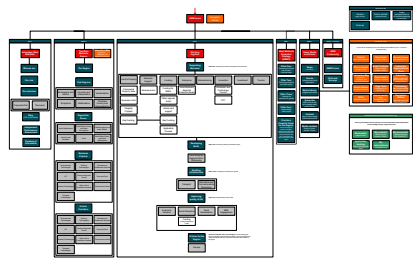
We consult with AWM to ensure that their multiple interests are represented and understood. Our strategic experts map out who their key stakeholders are, what they require, and how these needs will be best accommodated online. Our information architects delve into this wealth of information and portfolio of regional projects to emerge with a digital design that works across the board. Most importantly, we take a long-term view. The plan we provide AWM today will grow with them tomorrow.

Our digital strategy provides a road map for consistency and control. We make it a priority that the plan allows for the flexibility of bespoke, internally generated content, allowing the organisation to adopt a different look and feel for each of its subsidiary organisations at a significantly reduced cost.

RESULTS

Want to save 90% of your original design costs? This is the benefit of our strategic work with AWM. But it's not all about money. The designs we created for AWM have been rolled out across multiple websites throughout the region, providing brand consistency and reducing duplication of effort. AWM's website also ensures they communicate clearly to those who matter and showcases the region as a global centre where people and businesses choose to connect.

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AWM corporate website

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AWM information architecture

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