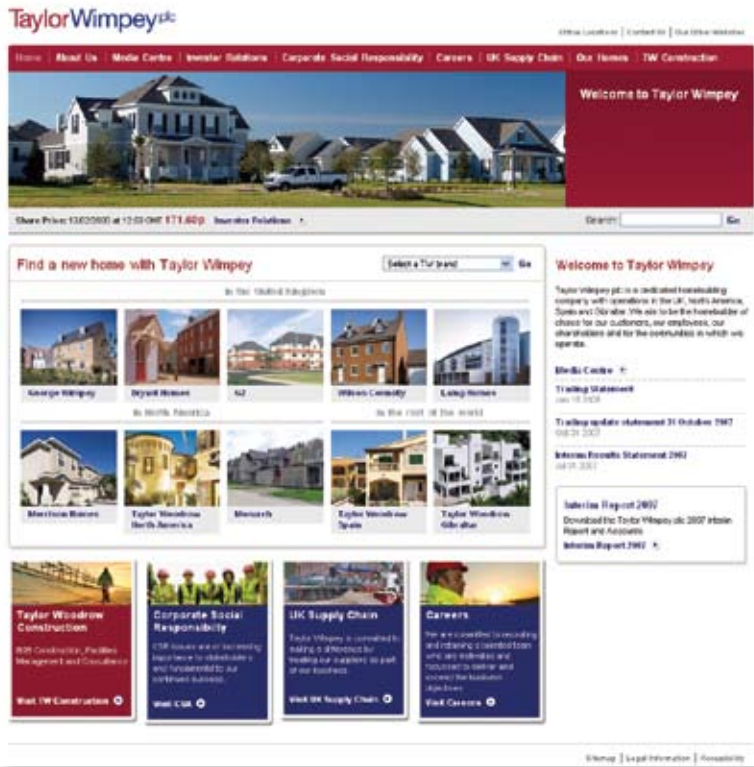


## OBJECTIVE

When major housing developers Taylor Woodrow and George Wimpey joined forces in a corporate merger, the newly formed Taylor Wimpey approached us with a brief to create a new corporate website, reflecting the new business, in just over 20 days.

01



01  
Taylor Wimpey website  
[www.taylorwimpey.com](http://www.taylorwimpey.com)

02  
Taylor Woodrow previous homepage  
[www.taylorwoodrow.com](http://www.taylorwoodrow.com)

03  
Taylor Woodrow Construction homepage  
[www.taylorwoodrow.com](http://www.taylorwoodrow.com)

## SOLUTION

Developing and delivering a site that fulfilled Taylor Wimpey's needs and business requirements entailed more than just a facelift. Having worked with Taylor Woodrow on their Spanish property campaign site and main corporate site, we had a head start understanding their business objectives, the marketplace and their user groups.

We were also able to draw on our experience building other major corporate dot-com sites to ensure that, despite the tight timeframe for this project, there was no compromise on quality, resulting in a site that is highly accessible and delivers Taylor Wimpey's content in a user focused manner.

## RESULTS

Within an extremely tight turnaround, we delivered Taylor Wimpey a fully functional dot-com site that not only met all of their expectations and requirements but was also live in time for the new business to be listed on the Stock Exchange.

02



03

