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VARIETY

ENHANCEMENT ISN'T ALWAYS JUST SKIN DEEP.

Variety is universally known as having the most current, up-to-date information on the goings-on in the entertainment industry, as well as the most extensive archives in the biz. With a history spanning over a hundred years as THE experts, they wanted to ensure that they remain on top for another century. To keep up with their Joneses, their visual appeal – including their interface and usability – needed to match their content.

Variety's B2B-focused entertainment industry news, analysis, and information website was given a total makeover, while sacrificing none of the breadth and depth of their huge catalog of data. The surface gloss was then backed up with ingenuity, usability, and just plain smarts – all of which were accomplished by extensive groundwork and internal modifications, setting Variety apart with style AND substance. After all, why look your age when you can look like a wunderkind?

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EXPERIAN

BECAUSE COMPANY PRACTICES SHOULD ALWAYS BE 'BEST.'

Experian, one of the top three credit bureaus in the US, focuses on credit services, marketing solutions, decision analytics, and interactive services, collecting personal details about individuals, businesses, motor vehicles, insurance, and surveys. As guardians of vast amounts of confidential information subject to regulatory control, it's important that their data remain accessible to the right hands, yet secure from the wrong ones.

A Best Practices application for Decision Analytics - the process of managing customer data so that organizations can make the most well advised decisions - helped prevent losses through bad debt and write-offs, accelerated decision processing, and encouraged accurate, unbiased decisions. So through improved communication and using smart information management for more effective service, Experian remains a 'Best'.

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TISHMAN SPEYER

VISIONARIES OF THE NEXT BIG THING.

Real estate development and management magnate Tishman Speyer prides themselves on their ability to see IT first and bringing that IT to the next level with creativity and unconventionality. As greater amounts of their target market flocked to their computers, they recognized that a strong online presence was the next step in maintaining their status as purveyors of the Next Big Thing.

More than three years after rising to their tough challenges and tough timelines, we've strived to prove their sharp instincts right. Through the creation of teaser sites and property sites, we've put into action their philosophy of turning perceived difficulties into opportunities by staying true to their corporate brand strategy while harmoniously distinguishing building identities as well. And as time marches on, we continue to show that we've still got that IT.

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NORMANDY REAL ESTATE PARTNERS

PROPERTY, UP CLOSE AND PERSONAL.

As one of America's leading real estate private equity firms, boasting one of the largest diversified portfolios in the Northeast/Mid-Atlantic region, Normandy Real Estate Partners knows that it's important to maintain a modern image and strong client relationships. As the company evolved, bringing these focuses online became a priority.

While Normandy reinvented their corporate identity and positioning line, their website was refreshed to smoothly mirror the same creative aesthetics – a contemporary look accompanied by a professional yet friendly editorial voice. Resultant benefits included improved operational efficiencies – especially with their scalable solution for property sites with a related CMS – and more engaging experiences, reflecting their care for their clients. Another bonus was a more competitive web presence, as well as significant time and cost advantages as we continue to partner in their growth.