

# COMPANY NEEDED A NEW WEBSITE TO BUILD AWARENESS AMONG ITS MARKET AND AUDIENCE.

By Dash + James



## CHALLENGE

A startup client had a website that didn't accurately reflect the company's brand and wanted to build a site that helped communicate their use of technology in developing a sustainable product.

In addition to new copy, they hired Dash + James to help build their brand messaging strategy and manage the project with the website developer.



A detailed analysis of a global industry trends, competitor trends, as well as identifying and implementing the messaging strategy.



Created a brand strategy and messaging pillars to better reflect the company



Crafted engaging copy aligned with the company's voice and goals, and designed the copy application across their new website.

## SOLUTION



## RESULTS

Company now has an updated website that better communicates their brand and product to the market.

## SUMMARY



Consulted with company leadership about goals for the project and identified opportunities to meet them.



Managed the development of their new website and implemented copy to achieve goals of the project.



Developed tactical brand and messaging approach to transform the company's website through strategic copy and modern design.



Company leadership and board members pleased with result and feel the new website better communicates their market competitiveness.