ATHLON

B2B Awards
Equator website

Category name Best website

Category number 9

Brand/Client Equator Design

Agency Athlon

Programme/initiative name Equator website

URL www.equator-design.com



Word count 992

Summary

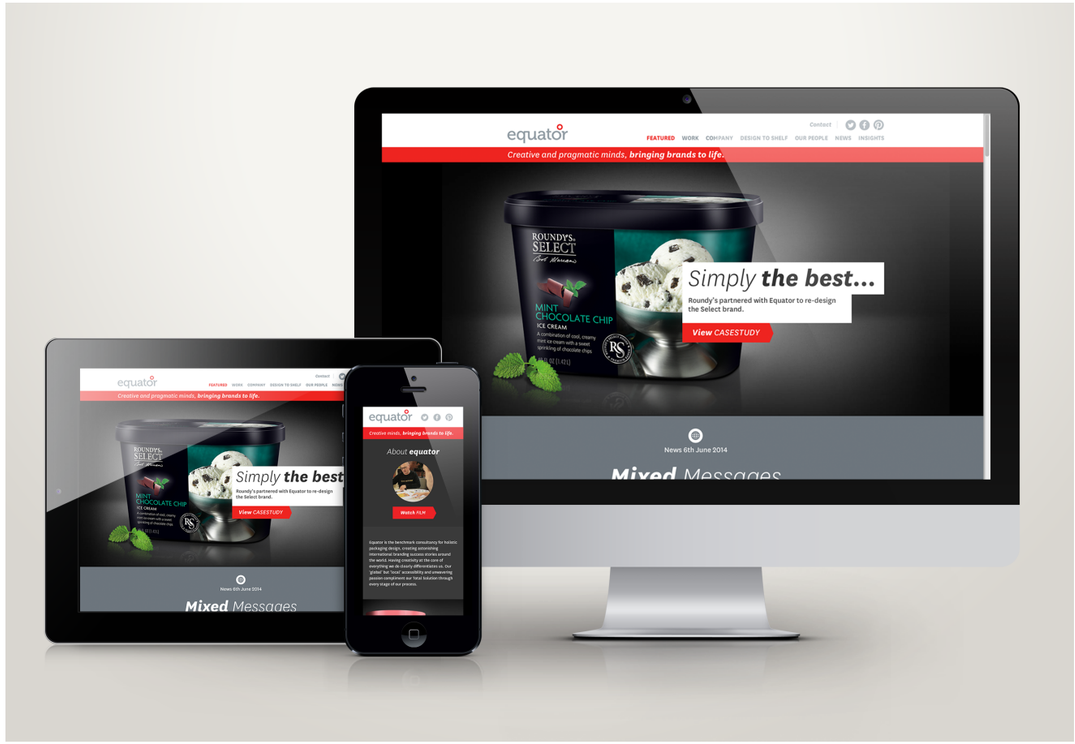
Athlon partnered with global packaging design group Equator in the re-design of its website and online presence.
Having grown through acquisition, Equator needed to better reflect the scale of its operation under one consolidated offering.

We took a holistic approach that included a complete website relaunch, creation of a brand film and a supporting social media strategy.

Our approach was designed to engage with brand managers, media & peers and prospective employees.

The results demonstrate the success of the project in raising brand awareness, increasing audience engagement and ultimately generating relevant business leads.

Word count 92





Overview
Company and website objectives

About the client company

Equator is a full-service global packaging and brand design business in the design and marketing sector.

It services clients around the world, managing the full packaging design lifecycle from initial design to ensuring the final product is delivered to shelf.

Originally set-up in Nottingham, Equator has grown through acquisition over the last 12 years, expanding to six offices around the world. Following a business merger, they recently moved up the UK Design Week Tables from 69th to 12th in the last year.

Strategy - broader business issues the company is facing

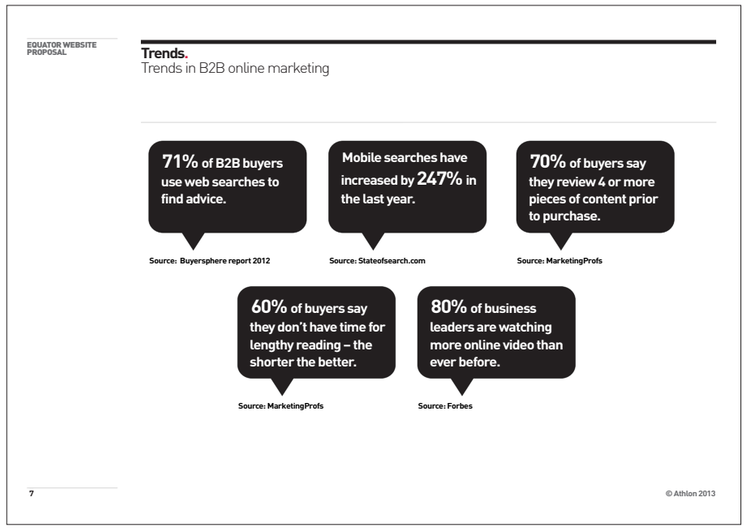
- Customers perceived Equator as a small design firm best known for its production and implementation capabilities
- It needed a means to articulate its ability to deliver a full-service production offering without losing its creative appeal
- Because it had grown via acquisition, it needed a way to consolidate its global offering under one clearly defined proposition
- And finally, the company needed to widen its marketing reach to appeal to new audiences in the UK, US and growth markets

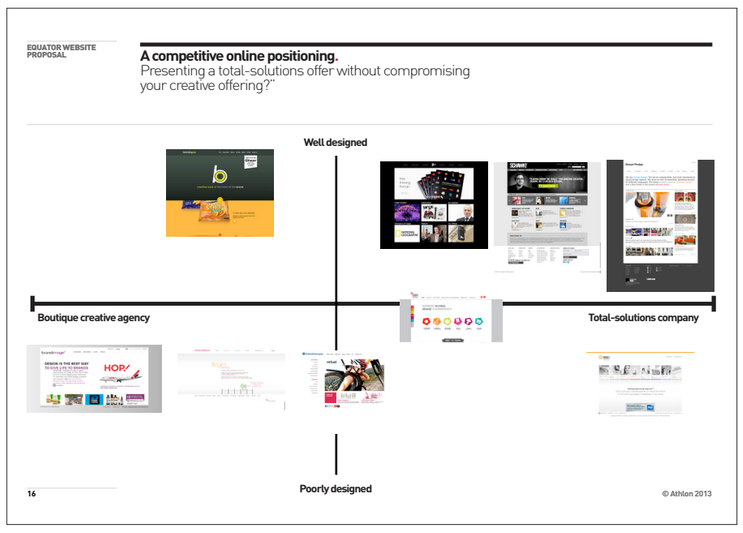
Objectives of the campaign

"To change the perception of Equator from that of a small design firm based in Nottingham to that of a global design business servicing clients around the world.

To define a clear proposition demonstrating that Equator can deliver a full service offering without compromising on creative or design quality."

Target audience





Brand Managers
Global food and beverage brands



Equator is strong in the design and production of 'own label products'

We were seeking to target brand managers who commission brand packaging, particularly in the US, which is a growth market

Insights in appealling to this audience

These individuals are time-poor and use agency websites to qualify agency capabilities

This audience is likely to use LinkedIn to manage their online professional identities

Media & peers
UK and international



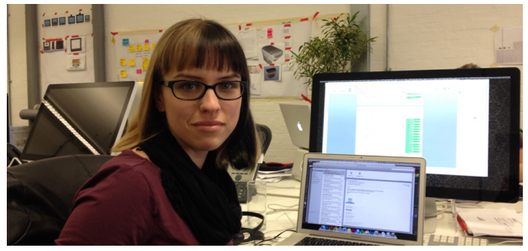
We wanted to strengthen Equator's connectivity and awareness with media partners, trade press and industry peers

Insights in appealling to this audience

These audiences needed to be able to clearly understand Equator's brand proposition, USP and any thought leadership issues it generated

Key media contacts and industry peers are likely to be active on Twitter

Potential employees
UK and international



We wanted to ensure that Equator could directly attract the very best design and production talent in order to lower the cost of recruitment

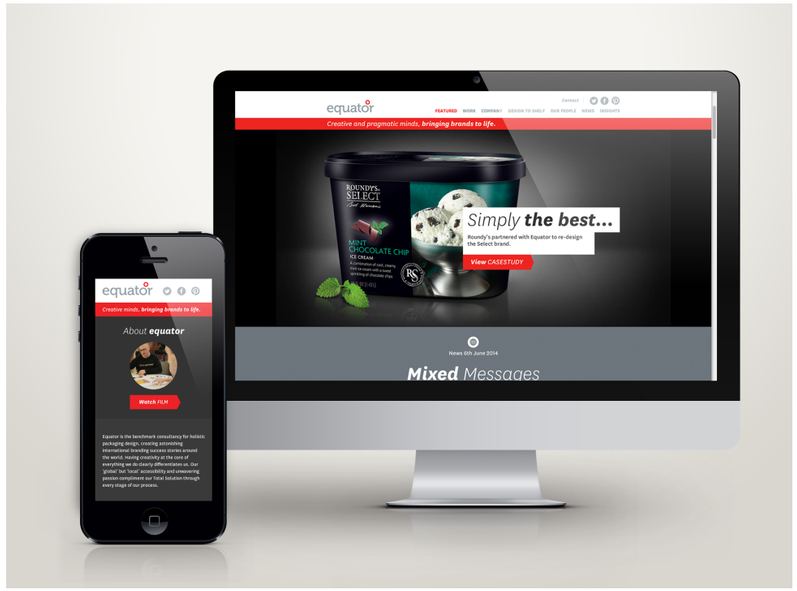
Insights in appealling to this audience

This target audience needs feel that Equator is a leader in its space and has a strong culture, thus making it an attractive place to work

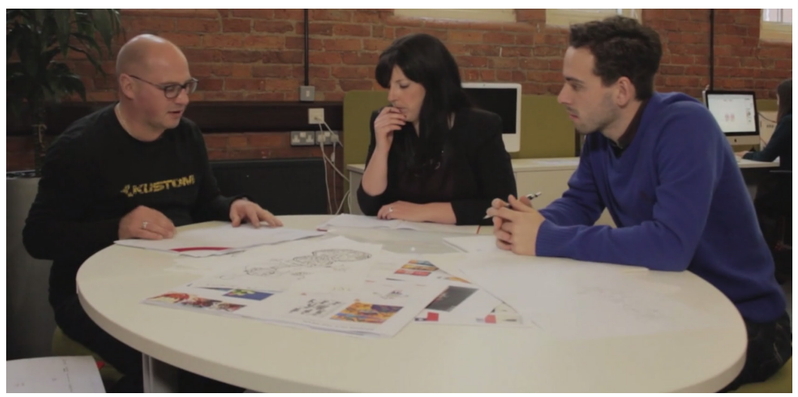
Facebook is increasingly used as a platform to demonstrate brand culture

Media, channels & techniques

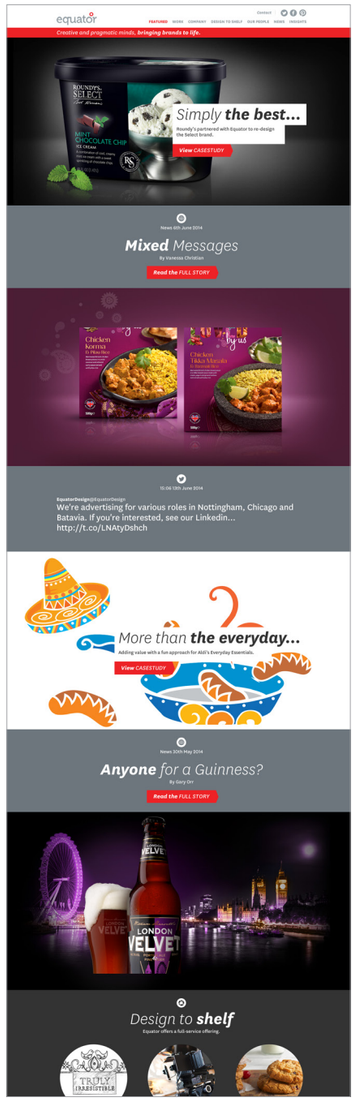
Changing the perception of Equator online



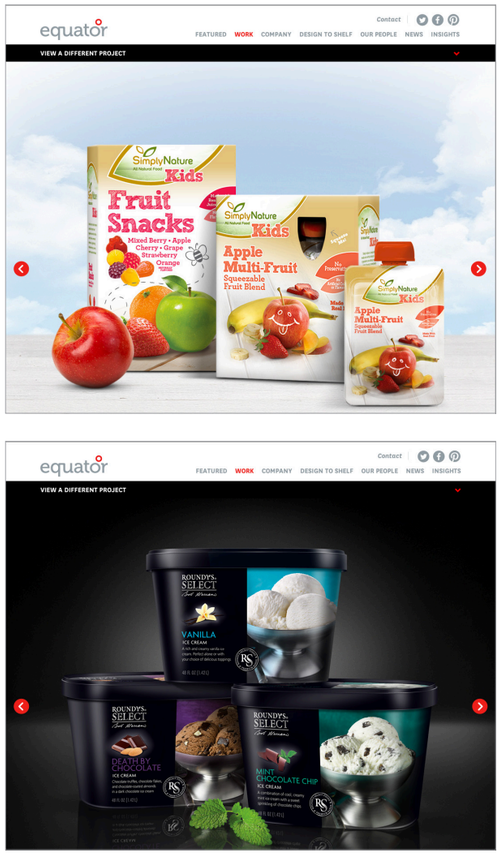
Responsive website



'Design to Shelf' brand film showcases the scale of the business.



Homepage showcases latest projects, news and tweets.



Case studies use high quality photographic imagery with minimal text.

How we addressed Equator 's audience's needs

Brand Managers

- We created the proposition 'Design to Shelf' and gave it a separate section of the website designed to tell how Equator delivers from concept through to final product
- The brand films tells the Equator story around the globe and clearly presents the international reach of the organisation
- The work portfolio uses full bleed images showing the quality of the end result and highlighting Equator's design capabilities
- We targeted LinkedIn as a platform to post Equator news and thought leadership topics

Media & Peers

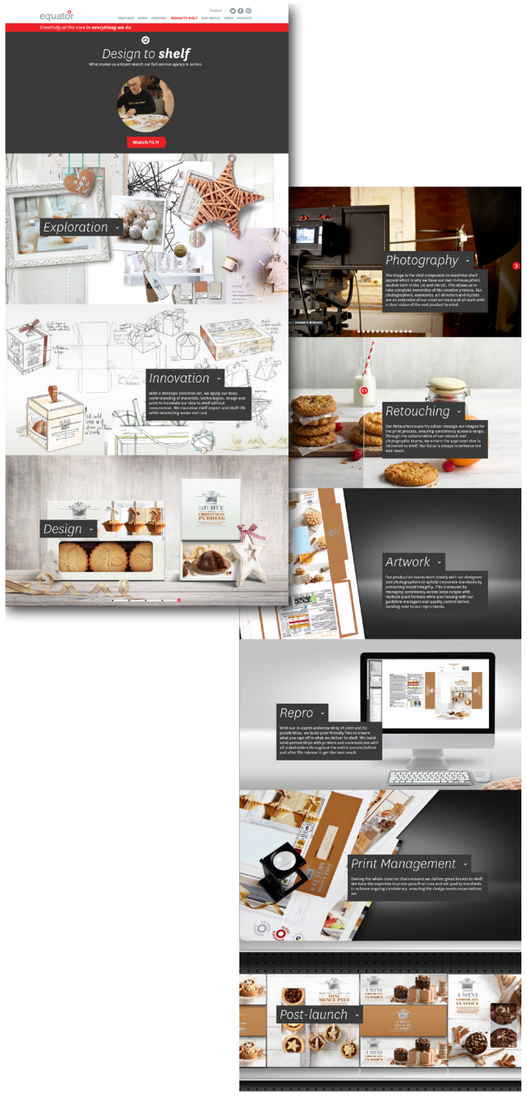
- An 'Insight' area provides thought leadership around the Equator 'Design to Shelf' theme
- We created a 'News' area on the website that can be filtered by tags for ease of navigation
- We defined a social media strategy targeting key media and influencers for Equator to follow and engage with on Twitter.

Prospective employees

- As well as a 'Careers' area on the website, we rebranded Equator on Facebook and provided guidelines for content.

Media, channels & techniques

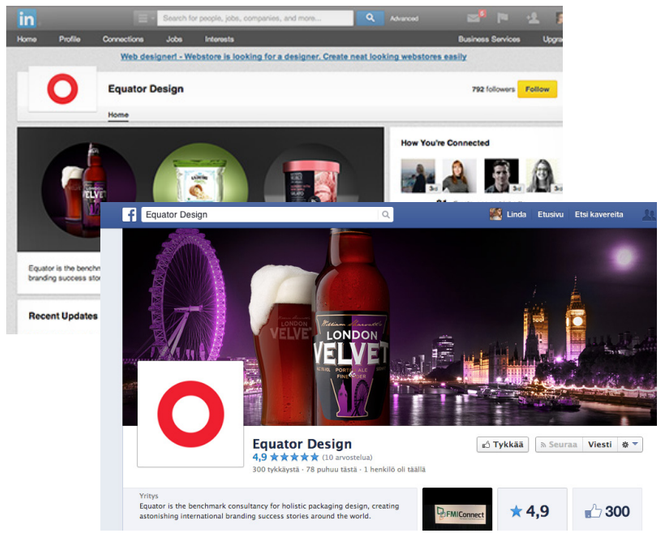
Changing the perception of Equator online



We created a specific website area called Design to Shelf to communicate every aspect of the Equator offering.



Thought leadership film showcases brand expertise.



Athlon rebranded social channels.

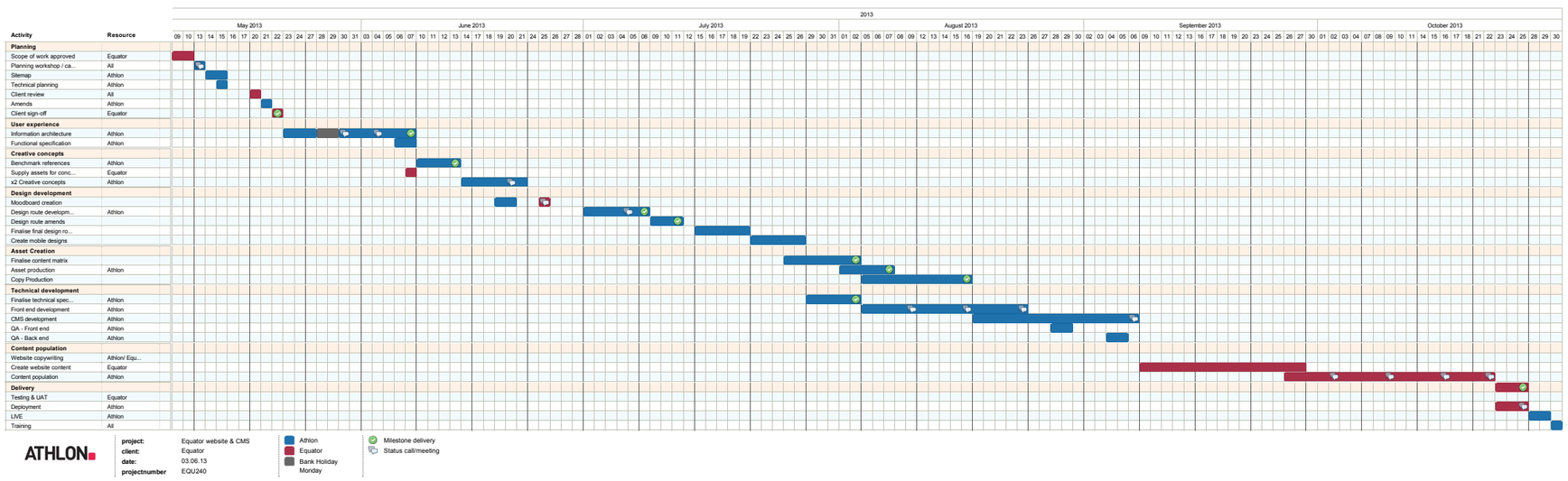
Changing brand perception

- Modern responsive website features a strong brand film to make Equator's proposition immediately understandable
- The design uses impactful photography and video over text heavy pages, driven by our research that our audience is time-poor.
- The 'Contact Us' information is at the bottom of every page. Clocks reinforce the idea of global reach, showing international time zones
- A film about the 'Design to Shelf' concept is featured in its own dedicated area

Engaging audiences on social media

- Facebook has been used as a destination to show off company culture and appeal to potential employees
- LinkedIn and Twitter are platforms for company news and business updates
- Pinterest was launched as a means to provide high-quality food photography to a consumer audience, widening the reach of the Equator brand to new audiences

Project timescales and budget



Project budget
Overview

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Phase 1: Strategy
- Competitor benchmarking and research
- Audience insights and personas
- Sitemap and content structure
- Website concept

Phase 2: Design
- Functional specification
- Interaction design
- Visual design
- Film storyboards and treatment

Phase 3: Production
- Copy-writing
- Film production
- Website development
- Content population
- Testing and user acceptance
- Deployment and Live

Phase 4: Review
- Reporting and analysis
- Performance review
- Content strategy

Results

Driving brand awareness

- **34%** increase in the number of pages viewed from previous six months
- There was a **500%** increase in visitors looking at the Equator 'Our Work' section
- The Equator website now ranks **first** under the following organic search terms:

  Equator design, Equator packaging
  (brand terms)

- Equator appears on the **first** page in Google search results for

  'global packaging agency'
  (product specific terms)

- **342%** increase in the number of LinkedIn followers since January 2014

Increased brand engagement

- **55%** increase in time spent on the website
- **30%** decrease in bounce rate from the same time last year (people visiting the homepage and leaving)
- **111%** increase in the amount of time US visitors are spending on the website
- **35%** increase of number of visitors via mobile, with tablet users spending 60% longer on the website
- Facebook likes increased by **230%** since January 2014

Increase in leads

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Data sources:
Google Analytics, Lead Forensics, Twitter, LinkedIn, Google Search

Client testimonial

" Equator competes in a crowded market dominated by full-service production agencies and smaller packaging design boutiques. As such we needed to balance capability with creativity in our positioning. It was essential that our online brand reflected the scale and scope of our operation.

We now have a stylish, distinctive website and cutting edge digital marketing platform that helps us compete with others in our sector.

Athlon redefined our online brand, helping us better reflect our business and support our ambitious growth plans.

Micheal Duffy
Managing Partner, Equator

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