

The logo for 'blow corp*' features the word 'blow' in a lowercase, sans-serif font. The letters 'l' and 'o' are connected, and the 'w' has a distinctive shape. The text is white and set against a black rectangular background.

corp*

creative
communications

FACE Group case study

BRIEF

FACE uses co-creation to enable the direct and active involvement of consumers with brands to deliver a range of insight, strategy, innovation and planning objectives.

They were looking at updating their current website from a static Flash based site to reflect the company, its individuals and their business offering.

FACE are hard wired into social media networks and needed to ensure this was portrayed on their website.

Clear differentiation in their service offer to ensure clients could understand their specialist approach was also needed.

RESPONSE

Blow Creative developed a new cleaner looking web offering that was creatively built around the concept of co-creation. After initial routes we developed an 'Airfix Kit' look for the site as like co-creating with consumers it took a number of parts, time and involvement for the required project to be brought to life.

Blow Creative developed 3 brand extensions for Face Wired, Insight and Innovation. This provided unity and yet differentiation of their service offering.

RESULT

The site was built on a fully client updatable CMS (content management system). Unlike their previous Flash site which was time consuming, costly and developer dependent for updates the new site was totally client friendly.

With a daily blog stream, video interviews and live Twitter feeds the site constantly updates and provides the visitor with much more interaction. The team at FACE also felt more empowered by the ability to control the content and use the website as a much more functional business tool.

The site is easily accessible, incredibly functional and allows users to quickly find out who FACE are, what they do and how they work.

BRAINSTORM

Initial mood boards, brainstorm and development of a number of creative ideas that FACE could use as a platform for their website to reflect co-creation.



DEVELOPMENT

The 'Airfix Kit' was the chosen route as the clear analogy of co-creation.



FACE GROUP ONLINE

The final idea was developed to what can be seen today.

Please visit www.facegroup.co.uk to experience the website in full.





"We have worked with Blow on a great deal of projects from online to events and branding to advertising. We have a close relationship with them as they are the perfect partner to provide creative design support on a wide range of projects and media platforms. The Blow team are always very proactive and timely reactive which is perfect when budgets are tight and you are up against it."

Daniel Tompsett
Account Director - FACE Group



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