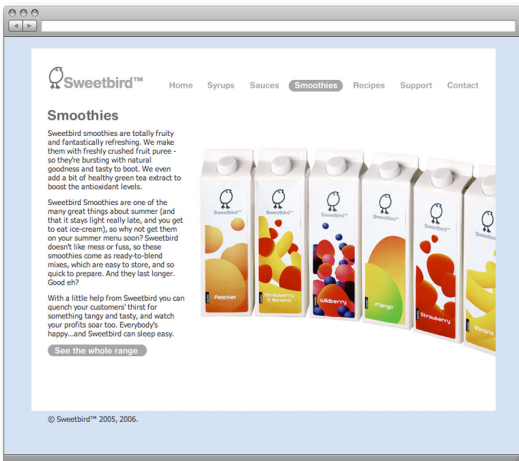
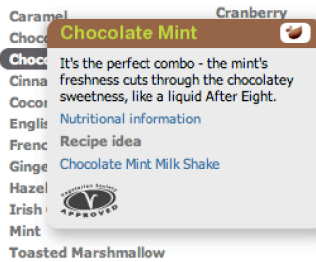
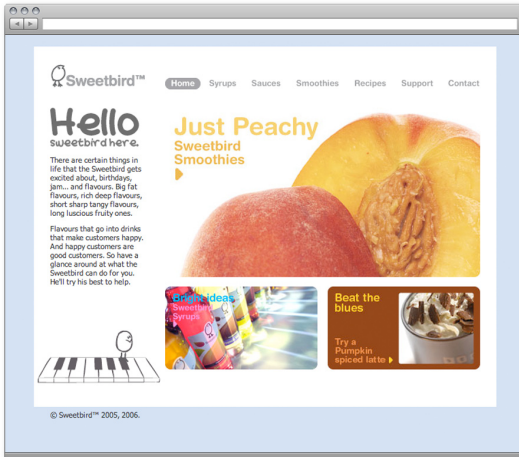




## Sweetbird - Web Development

“The website is an integral part of our communication strategy, not just to customers but also to our independent retail channel.”

Helen Ostle, Communications Manager - Sweetbird



[www.hellosweetbird.com](http://www.hellosweetbird.com)

### Objective

- Sweetbird is a new brand of smoothies, syrups and sauces for coffee houses.
- A multi-faceted, content managed website was required to promote the brand to both consumers and business, and to help coffee houses sell the products.

### Solution

- Produce new, fully content managed website to reflect the quality and irreverence of the brand:
- Dynamic content determined by web address.
- Selected imagery and animation displayed at random.
- Customer feedback forms with data mining.
- Macromedia Flash animations.
- Rollover menus with translucent drop shadow effect.

### Results

- Growth in business through independent channels, leading to development of more flavours and product ranges.

## We are Open™

For more information or to arrange a meeting, please call Al Kennedy on +44 (0)117 300 5200