



Client: Crux Creative - www.cruxcreative.com

Objective: To create a Website that defines this marketing company's brand, illustrates the breadth of its experience and demonstrates the advantages it offers clients over its competition.

Strategy: To explain the importance of brand development in all media formats in language that is easy to understand and fun to read. This in itself strengthens the Crux brand by demonstrating that the agency's team is smart, witty and willing to make complex concepts easier to understand both for the agency's clients and their customers.