



Web Site Design for Corporate History

Hewitt turned to BDi to create this interactive rich media timeline to engage associates about the firm's 70-year history. We developed the overall concept, directed and organized the development of the text and imagery, and created an efficient and fluid presentation of content providing a visitor with a flexible, in-depth or scannable, interactive experience.





Web Site Design for High Tech

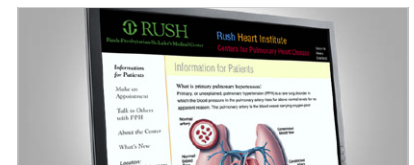
This web site design combines a scientific look and feel with new Arryx brand design in an organized format for promoting an ultra high-end microscope system and software. We repurposed all collateral photography and created custom navigational graphics that further amplifies the look and feel of the new Arryx brand.





Web Design that helps you Find a Doctor

Establishing and adhering to a central marketing goal at a large institution can be challenging. BDi gained consensus that driving patients to doctors was the key goal for new web site design. We created an easy to use navigation that allowed customers to find what they needed prior to being overloaded with multiple departmental options. Our idea was to provide a simple way to find a doctor: we developed a unique 'doctor finder' click-able human figure that linked the appropriate doctor with the treatment area selected.





Web Site Design for Simplifying On-line Banking

Our idea was to allow easy access to all of the bank's services on the home page, simplify the user experience, and direct customer focus towards two core services. A friendly graphical user interface continued on all pages using coordinated color, graphic dividers and content organization making the site easy to use and navigate and strengthening overall brand attributes.





Web Site Design for Software

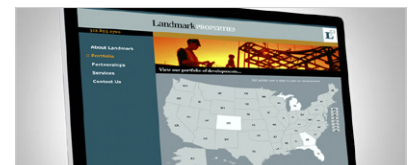
For a unique software product just being introduced into a high price point market, we combined customized versions of the identity as navigation devices for the site. We applied brand imagery from electronic and print sales collateral to deliver a flexible but structured message.

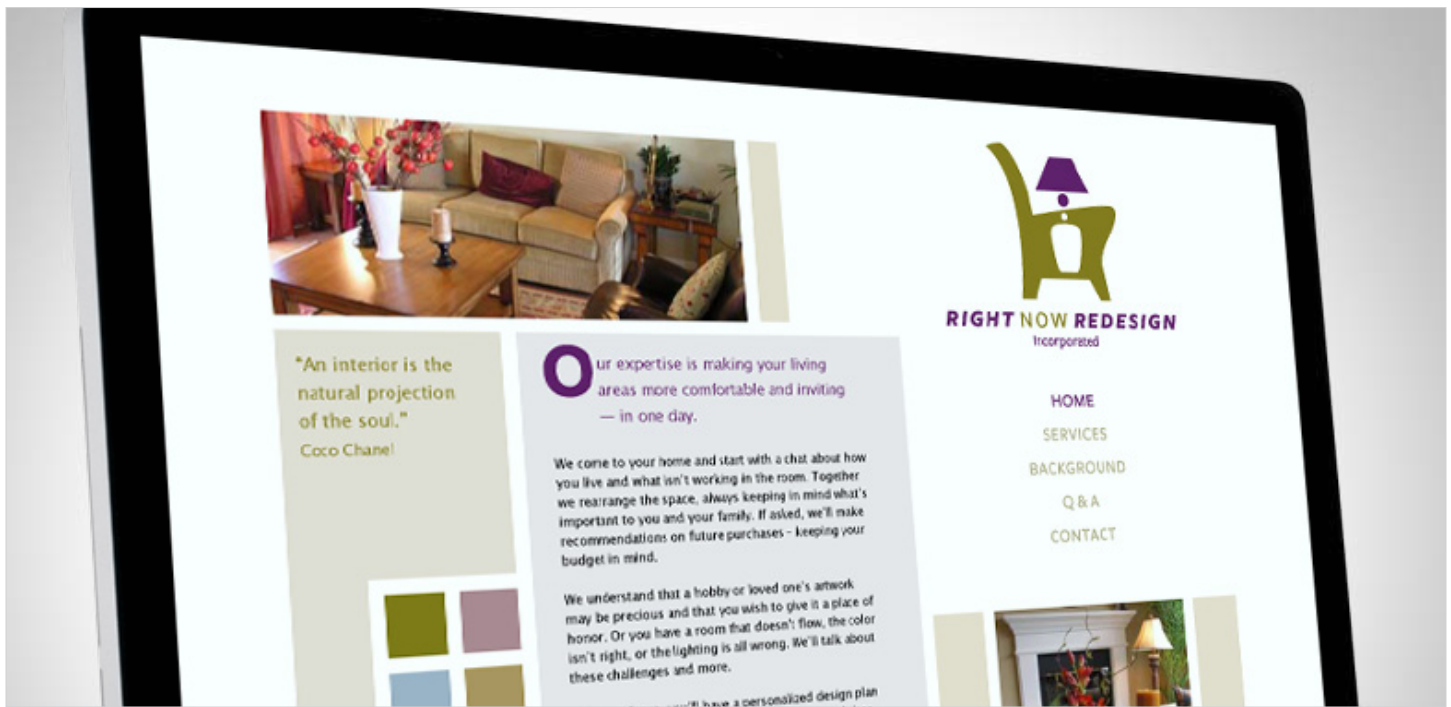




Web Site Design for Land Developer and Commercial Real Estate

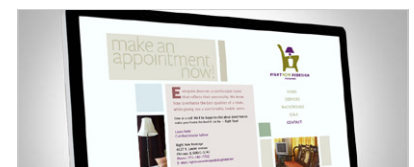
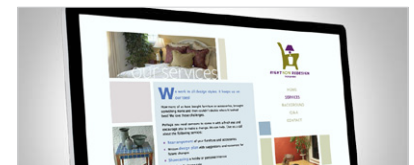
Communicating the credibility of a new commercial real estate developer required organizing content from the firm's capabilities piece to land survey graphics, to dynamic data sales specifications within the same web site. The site design for Landmark included a translation of the firm's capabilities piece using flash animation, a dynamic map of development locations and the ability for staff to add properties and specifications as needed.





Web site Design for a Redesigner

We designed the web site for this interior redeigner with a focus on simplicity and refined playfulness, a central message of the new brand.





Web Site Design for Sales

Coordinated with a 150,000 square foot advertisement for three national tradeshow, this micro-site highlighted the dominance of UL safety certification by displaying a “Find the Mark” flash rotation of UL marks on everyday products. Links to various UL web sites allowed diverse audiences direct access to their area of interest.

UL needed to jump-start a new bottled water certification service. BDi created positioning, messages, photo, design and media buys for trade print ads, direct mail and email promotion, all directed to a coordinated micro site that awarded a potential customer with a set of UL Water Quality coasters. The campaign was a great success delivering the program’s first customer two weeks after the launch.

