



## Web Site Design for Sales

Coordinated with a 150,000 square foot advertisement for three national tradeshows, 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.

