



We helped Innovation Martlesham with their rebrand and site refresh

banburyhoward.co.uk



The challenge

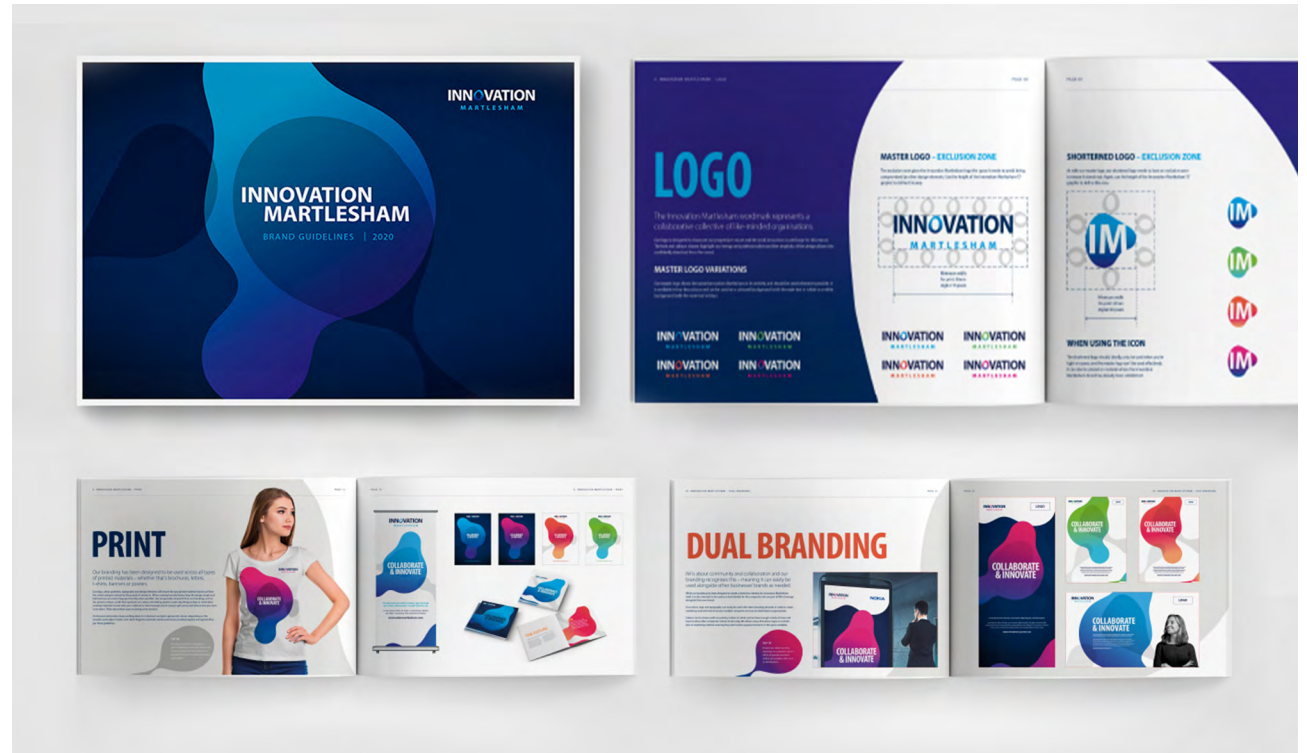
We were tasked with a brand refresh to better showcase Innovation Martlesham's ever-evolving vision and values. This new Website redesign needed to highlight key member benefits available to companies looking to join. Our brief was to build an intuitive user experience with a vibrant, energetic look and feel to fully reflect the forward-thinking ethos of the campus.



The approach

We kicked off the project with an initial consultation to understand what really matters to each stakeholder.

- A collaborative approach with set review stages allowing input and review sessions to inform the final design and build.
- Diverse creative concepts were explored and fully considered before the chosen design option was refined for build.
- Technical scoping and wireframing followed to ensure optimum UX before moving onto the build and testing phase.



The solution

- Multi-user editor content management system to allow fresh content and regular updates.
- Allows IM to share news, events, and podcasts to connect over 100 companies.
- Integrated fully updatable showcase profile sections for over 100 IM member companies.

“Banbury Howard really did go above and beyond to deliver a feature-rich online portal to ensure engagement in a way a brochure site could not hope to achieve.” **IM Martlesham.**

