

One Solution, Multiple Channels 1/2

Client: Brian W Murray LTD



Brian W Murray Ltd is an innovative, cutting-edge Structural and Civil Engineering company based in Holywood, Co Down.

As a well-established company, they pride themselves on having an original approach that supports architectural creativity with the use of new materials, techniques and technologies.

The Challenge

Due to the pro-active nature of the company, our challenge was to produce a multimedia solution to allow for a detailed, slick and interactive presentation that could be delivered via multiple channels including the Web, CD-ROM and face-to-face, thus vastly reducing costs.

The Solution

The solution needed to allow for growth of information and be cost effectively reproduced.

The website would be developed to incorporate Flash animation to allow for a dynamic and interactive experience. During this development the main priority would focus around presenting information in such a way that would attract and retain user interest but not compromise site usability in the process.

After completion of the site, the structure and content would then be directly transferred onto a series of icards and using this cutting-edge marketing strategy they would provide company information to be handed out at meetings and Trade Shows.

The Outcome

The company has been very happy with the outcome of the project. The website was developed with clarity, expandability and usability as the key factors. As an extensive information source, the design and structure has needed to allow for the effective display of fast downloadable high quality graphics and text. Once done, it was only a matter of transferring from one medium to another which has helped to keep development costs low.



The website has given the company a professional, contemporary look and the icards have allowed the company to personally reach a greater customer base. The same information has also been made available to administer customer presentations via the company laptop thus providing an all round comprehensive service.



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“ We have been extremely satisfied with the outcome of the website and the icards. As we have an ongoing working relationship with Netramedia, they have a thorough understanding of our business practices and therefore understand the specifics of how to connect to our client base. With having the technology and the know-how, they have always produced solutions that worked very successfully for our company.

”
Brian Murray
Managing Director
Brian W Murray Ltd.

