



# Website Development & Design for Exhibition Stand Contractor

## PROJECT DETAILS

 Web Development

 Jan 2017 - Dec 2018

 \$10,000 to \$49,999



*"We basically felt like they were an extension to our team."*

## PROJECT SUMMARY

GEL Studios helped an exhibition stand contractor build and design a website as part of their rebrand. After thoroughly discussing the company, they defined the phases and timelines and created wireframes.

## PROJECT FEEDBACK

GEL Studios' website successfully encapsulated the company's values, elevated the business, and increased order value and volume. The team provided timelines for every phase and discussed expectations and needs. Overall, they were invested in the project's success.



## The Client

Please describe your company and your position there.

I am the Director of a custom exhibition stand building contractor. We design, construct and install exhibition stands for clients from the UK, Europe as well as the USA, Asia and Australasia. Our clients are from a vast range of industries exhibiting not just in the UK but internationally too.

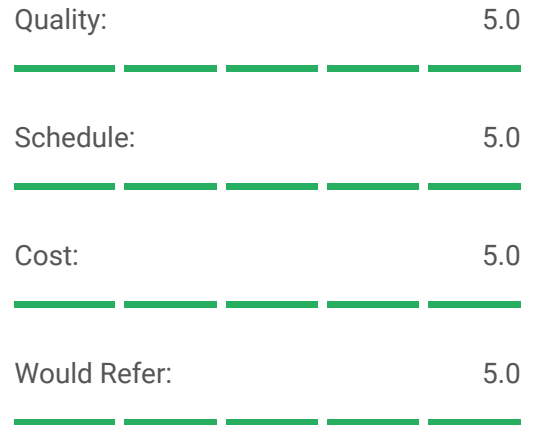
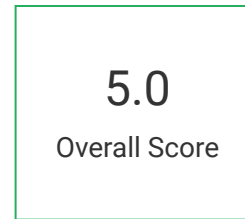
-  Director, Exhibition Stand Contractor
-  Advertising & marketing
-  Swindon, United Kingdom

## The Challenge

For what projects/services did your company hire GEL Studios, and what were your goals?

We initially instructed Gel Studios to review our existing website. Having recently undertaken a complete rebrand for our company, we wanted to reflect our company's value within our website and demonstrate clearly why a company should choose to work with us. The task was to communicate what we already knew about ourselves as a company to prospective clients. Our website was normally the first port of call for companies looking for a new partner to handle their exhibition stand(s) for them. So it needed to communicate to them that we had the knowledge and expertise to be able to manage their projects, before they had even spoken to us. It needed to silently introduce ourselves to them and in turn ensure they were left in no doubt that we were the company to make contact with.

### CLIENT RATING





## The Approach

### How did you select this vendor and what were the deciding factors?

Our collaboration actually came about through an informal chat about our website. Thinking we knew what was needed, it was very quickly realised that they would not be able to work with our existing website. They explained why a completely new build was needed, and demonstrated what the benefits would be. Their knowledge left us in no doubt that they knew what they were talking about and that they had the skills to realise our objectives. We were also made to feel that it would very much be part of the process.

### Describe the scope of work in detail, including the project steps, key deliverables, and technologies used.

We had an initial meeting in which we explained about our company in great detail. From products and services to the process of an exhibition stand from initial contact to the successful installation of an exhibition stand many months down the line. A very long meeting in which our opinion was very much valued. From here, we worked on the journey that potential clients would take through our website. These proved to be incredibly important steps in the process. We were given timescales for each stage so that we could manage this from a business point of view also. Wire frames were provided at each stage to ensure that we were happy as each set of pages were designed. It was also made clear where firm decisions were needed to be made and whereby any changes may cause delays in the project or additional costs. So everything was very transparent.





**How many people from the vendor's team worked with you, and what were their positions?**

Our initial introductory meeting was with Graeme, the Managing Director. But once the process commenced, we worked with Carly, the Creative Director through the majority of the process.

## **The Outcome**

**Can you share any measurable outcomes of the project or general feedback about the deliverables?**

The change to our website changed our business immeasurably. Our shop window became our showroom is the best way to describe it. It elevated our business within the industry and not only did our volume to the website increase dramatically but our order values increased substantially.

**Describe their project management style, including communication tools and timeliness.**

We were given a timeline as to each stage, what would happen next, what would be presented and what would be needed from us. On the rare occasion that Carly was unavoidably available, Graeme stepped in, fully up to speed with our project.

**What did you find most impressive or unique about this company?**

We basically felt like they were an extension to our team. That the success of our website was just as important to Gel as it was to us.





Are there any areas for improvement or something they could have done differently?

No - it was the perfect experience for us.

