

Background Information:

I work for a design agency whose portfolio does not reflect the caliber of work it can do. As a result, the agency keeps landing projects that don't especially interest them, much less help them to the next level.

The agency wants to move away from their current client base of smaller independent and local businesses and start moving towards servicing and attracting clients of a higher profile, higher caliber with bigger and more recognized reputations.

My task:

To design a portfolio-centric website that inspires high profile clients to contact the agency.

Keep in mind that this website re-design needs to be seamlessly integrated into a bigger and well thought out marketing campaign of which the website is just one component of that.

Goals of the project:

Goal 1: To generate more leads/ contact the agency about starting a new project or to request an RFP.

Goal 2: To Publish ideas worth talking about. We want reputation for taking risks and pursuing bold ideas.

He wants to use the following platforms to express this knowledge:

Speaking: This section needs to highlight the various speaking events the employees will be doing at conferences. It will have each event and info about that event i.e. location, time subject and an RSVP link.

Blog: The owner has decided they need a blog to feature industry topics. It will share thought provoking posts. Some as short as a few paragraphs and some as in-depth as a full-blown Medium.com post.

Goal 3: Establish the agency as a highly respected thought leader in the industry. (think of A-list apart)

Goal 4: Impress potential employees. We want to expand.

Goal 5: Give current employees something to be proud of. Keep 'em motivated.

Aesthetical elements:

bold colors
arresting monotone images
strong typography
portfolio-centric

Brand Values:

Cutting-edge
Wow factor
Risky
Bold
High Profile Feel

What is the ideal type of future clients that the agency wants to attract?

Those that interact with the public: events and concerts, public art displays, stadium and arena venues etc, big projects that will help us stand out.

Other statements left by the client:

We want scrappy companies of any size, as long as they're willing to take risks.
We don't do boring.