



Windfall Design

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windfalldesign.com

Web Development

Established in 1999, Windfall Drinks agency set out to develop 'new wannabe' brands into successful household names, such as 'Pommegrat' or 'Brothers Cider' which have both become a huge success here in the UK.

The objective was fairly simple, a functional website that can be easily maintained. Proud of whom they represent, the brands had to take centre stage.

Windfall created a clean cut and highly informative website. There was also a heavy emphasis on generating new business, so the website underwent heavy SEO. The success of this is reflected in general search results, hitting top 3 out of 9.2 million for keywords such as 'UK Drinks Agency'.

Resources

- Research
- Brand Development
- Positioning
- Tagline development
- Identity Guidelines