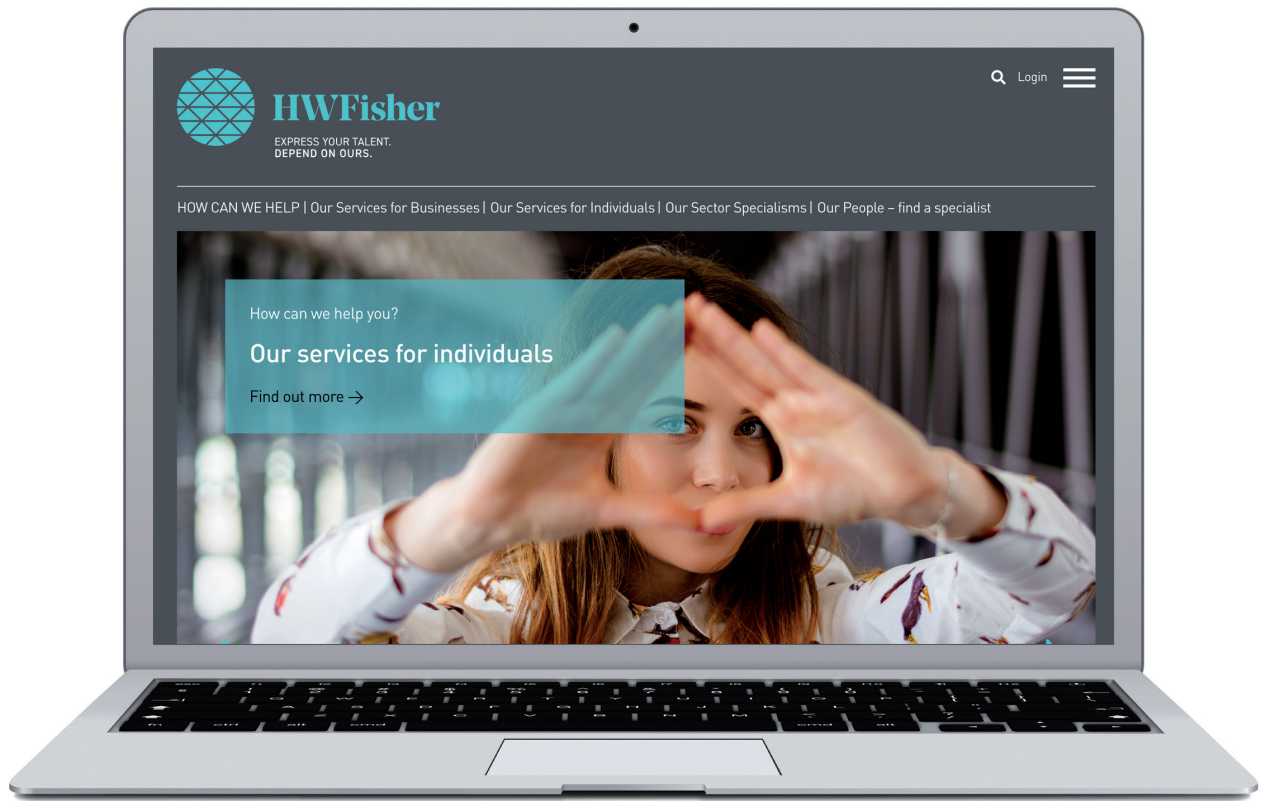


HW Fisher Website



A dynamic new brand, and a website to match

We love it at Neon when we complete a project, and the client is so happy they immediately give us another one.

That's exactly what happened with leading accountancy firm HW Fisher. They called us in originally to rescue a rebranding project that had gone off the rails; and no sooner had we created a distinctive and freshly contemporary new look and feel for their brand, than they invited us to apply it to their website.

An all-new site, from top to bottom...

And this wasn't just a "make it look nice" job. The firm wanted Neon to redo their very extensive site from top to bottom, taking care of all aspects of planning, design and build – and making sure the new site would be easily updateable.

...planned, designed and built by Neon

In terms of user-experience, we introduced new clarity and coherence. To make the site even more pleasurable to browse, every word of copy was rewritten in our new style. We sharpened up the site SEO content, to ensure maximum online visibility. And the carefully considered visual language we had developed for the brand carried over smoothly and seamlessly into a digital environment. Oh yes, we even took all the portrait shots for the "meet our people" section.

A site that takes dynamism digital

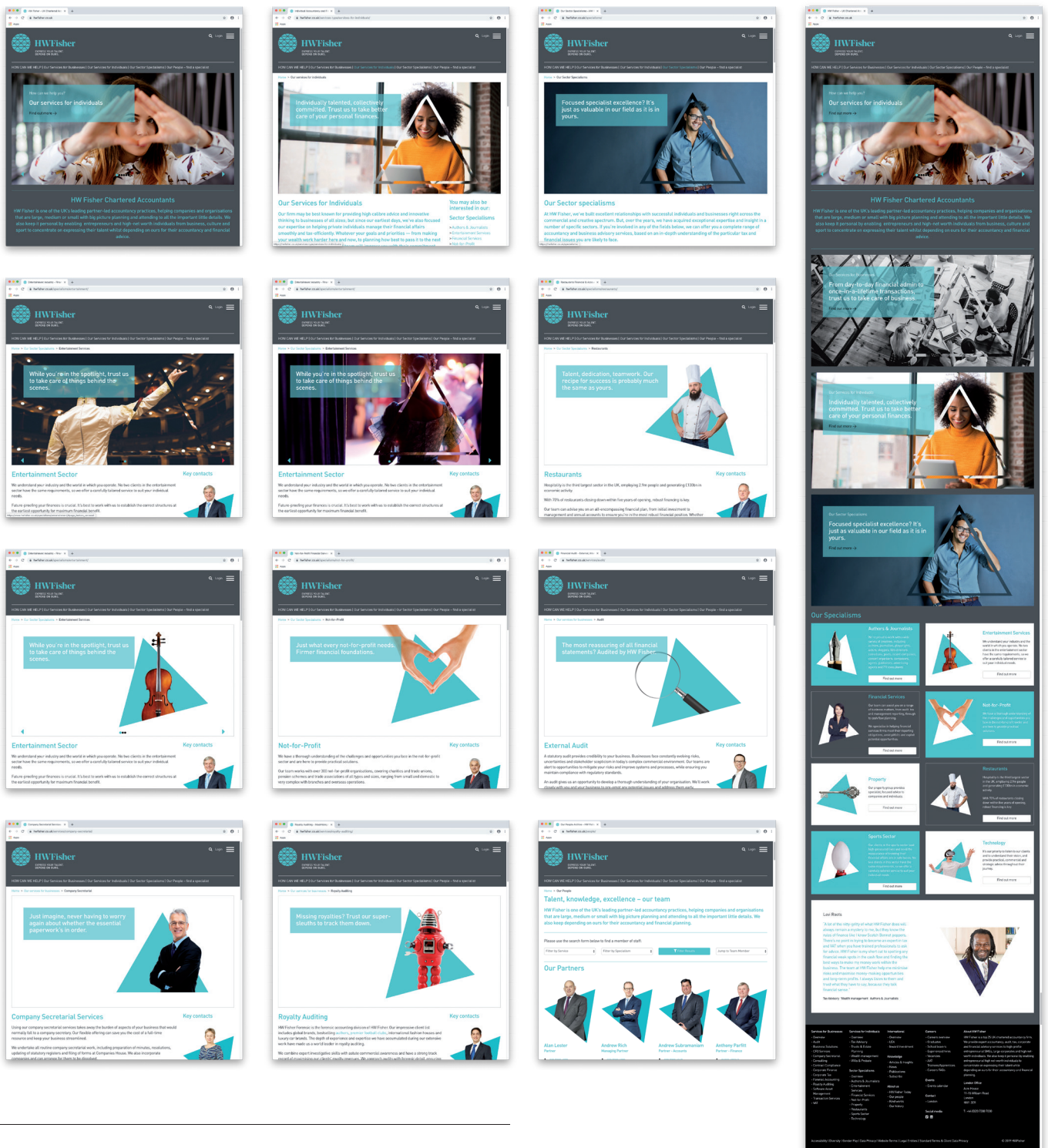
Overall, we think the new site has moved on a million miles from the traditional dry and dusty world of accountancy, enabling HW Fisher to create a much more positive first impression as a provider of high-value talent and expertise, and a trusted adviser.

Kind words...

"A massive thank you to you and your team for coming to our rescue in our hour of need. You have produced a brand and website that far surpassed our expectations – a truly beautiful brand that we are all really proud of. I have worked with a number of agencies throughout my career and I can honestly say that the standard of your work is in another league altogether. You have made the entire process stress-free and we have had lots of fun along the way too. It really has been an absolute pleasure to work with you and I am sure we will get the opportunity to work together again in the future."

Nicola Purdue
Head of Marketing
HW Fisher

HW Fisher Website



PROJECT SUMMARY

- Website analysis
- Site map
- Wire framing
- Website design
- Copywriting
- Image content generation
- Portrait photography

If you'd like to know more about Neon, or if you have a project/pitch/ roster review you'd like to discuss with us, we'd be absolutely delighted to hear from you. Please call Dana Robertson on the number below, or drop him an email info@neon-creative.com or call +44 (0)20 3289 1733

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