

## Bignor Park Estate Branding & website



### Ecommerce website

Following the creation of E-Sports Nutrition's brand and packaging, Neon Brand Consultancy was commissioned to design and build a high-performance e-commerce website that reflected the brand's gamer-first ethos of clarity, respect and transparency.

In a market dominated by visual clichés, we built something different — a clear, stylish, and credible platform that put gamers first. The site combined a sleek monochromatic aesthetic with in-depth product storytelling, featuring accordion-style content to communicate ESN's superior formulations, certifications and nutritional transparency.

Beyond sales, the website reinforces the brand's "Give respect to gain respect" ethos throughout, promoting healthier gaming culture and supporting community values.

The result? A site that performs exceptionally well, converting at far above Shopify benchmarks and earning unprompted praise from users for its clarity, usability and authenticity.

As the brand continues to grow, ESN's digital presence has helped prove that integrity, innovation and design excellence can win in even the most competitive gaming sectors.

### Kind words...

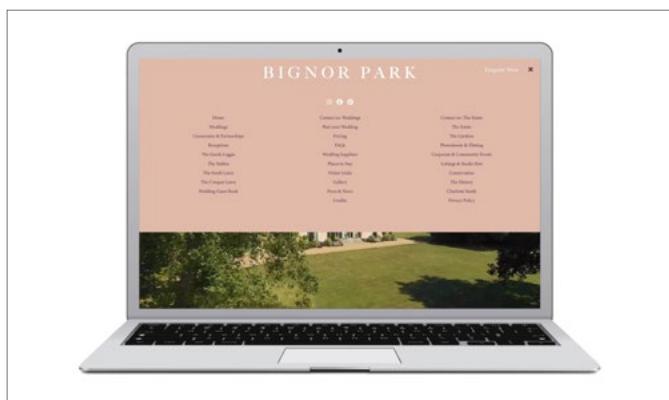
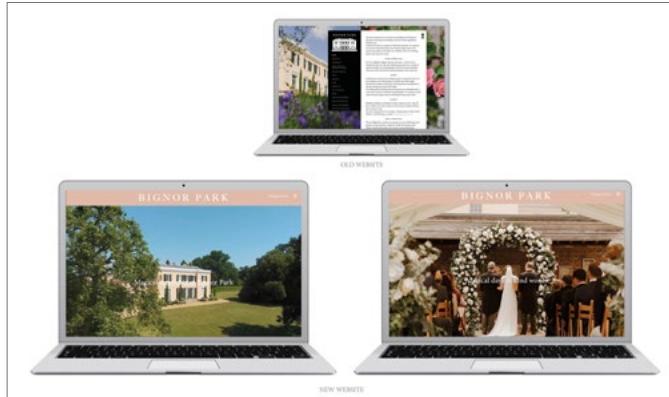
*"In creating a new website for Bignor Park we needed to combine representation of both our wedding business, and the estate management. Dana quickly understood our wedding business ethos – beautiful, exclusive and bespoke, and fulfilled the brief exceptionally well creating a fabulous website brimming with elegance and romance to wow prospective couples, with easy navigation to key information such as suppliers and venue pricing.*

*His concept to use the unique colour of Bignor Park house as our brand identity was a stroke of genius, producing a really cohesive story. We now have an amazing website to be truly proud of, and beautifully reflecting the relatively understated, hidden gem that is Bignor Park. Dana was such a pleasure to work with – impressively talented, endlessly patient, intricate attention to detail and great fun to have around."*

**NED MERSEY**  
Bignor Park

# Bignor Park Estate

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## PROJECT SUMMARY

Website design  
Programming  
Copy writing

