

121Marketing

Website design

Background

121 Marketing is a direct marketing company, whose current portfolio includes a significant number of important customers that are active on the Romanian market: Billa, Carrefour, Cesarom, DoMo, Henkel, Procter & Gamble, Univers'All.

Challenge

The company was set up in 2000 and was initially called 121 Mail. Shortly afterwards, it significantly increased its audience reach, as well as the range of services it provided. As a result, at the beginning of 2003, a rebranding process was initiated, aiming to design and consolidate a new corporate identity and implement it in various communication media.

The client company felt the need to be able to communicate more easily and frequently with its wide audience in order to promote the values of the new 121 Marketing corporate brand, and also to provide a convenient access point to information about itself and the services it provides. The most efficient way of meeting these needs was the design and implementation of a new corporate website.

Solution

The www.121marketing.ro website supports the entire process of repositioning the 121 Marketing brand on the market. Its relevant and expressive content and layout have the desired impact on the target audience. The chosen graphic design emphasises openness, warmth and human interaction by means of the selected photographs, while the white which dominates the screen suggests a company with a truthful and honest message. The www.121marketing.ro interface is innovative, but nevertheless user-friendly, easily browsable and was designed using Macromedia Flash® technology®.

