

DDB San Francisco

Website design

Background

The DDB San Francisco (DDB/SF) advertising agency is one of the youngest branches of DDB Worldwide Communications Group. However, it has soon proven very successful, managing to increase its turn-over four times over the last four years. The DDB Group was designated '2003 Global Agency of the Year' by two of the most reputed specialised magazines in the advertising world, namely Advertising Age and Adweek, respectively.

Challenge

The rapid growth of the company meant that its approach to the market and customers needed readjustment. The company website was seen as playing a major role in sending out the right message to the right people. DDB/SF chose Distilled Group - a new media agency from San Francisco - and Grapefruit to assist it in implementing in the web environment an internally-developed design concept, as well as build a new corporate website.

Solution

The new website was developed using Macromedia Flash® and has a simple structure which benefits from a dynamic menu. At the same time, it remains faithful to the main features of the DDB/SF philosophy: an approach to the creative process geared towards the results, and strong, lasting relationships between both the company and its customers and the company and its employees.

The website presents a comprehensive perspective on DDB/SF in a direct, yet elaborate, way. It thus meets all the marketing requirements of an agency which represents several of the world's most demanding customers.

