

McCann Erickson

Web site design

Client

McCann Erickson Romania (BV McCann-Erickson SRL) is one of the country's biggest advertising agency and a part of McCann Erickson Worldwide. It serves select clients such as The Coca-Cola Company, Nestlé, Mobifon, Interbrew, and L'Oréal.

Challenge

McCann wanted a site that would showcase its impressive portfolio by communicating in an innovative and straightforward manner the core values that fostered its success along the years - efficiency and creativity. At the same time, the site was supposed to inform and support the favorable image the McCann brand built for itself in Romania.

Solution

McCann Erickson's web site features a simple, original user interface that highlights its content by making it easily accessible but, at the same time, preserving for McCann the understated presence that is characteristic for strong brands. The main navigation device makes no use of the traditional buttons and menus—instead, it graphically displays the site structure as a dynamic, evolving graph that makes way for the content as the user's attention focuses on the latter.

Developed using Macromedia Flash(r) technology and supported by a HTML backup version (which also provides the entire content for indexing by search engines), McCann Erickson's web site is an effective online communication tool. When displaying content, Flash was used in a similar way to CSS stylesheets, thus optimizing the behavior of the browser's back/forward function, as well as the ability to place bookmarks inside the site.

The site content is aggregated using a RDF data structure that allowed for the development of a versatile, easy-to-use administration system. Its web interface enables the owner to simultaneously manage both versions of the site (Flash and HTML).

