



# Case Study

## financial sector



**Clarion**  
www.clarion.gg

“Making us stand out from the rest of the fund crowd was a job Byte Art excelled at.”

Stuart Plaiçe, Manager  
Argyll Investments

When Argyll Investment Services wanted to become a new entrant to the retail investment market with the launch of their first fund range, Clarion Multiclass Fund, a Unit Trust scheme, they came to Byte Art to help create a brand, marketing and website that worked seamlessly together.

According to Argyll’s Stuart Place, ‘We have had repeated demands for a simple fund range so we can extend our asset management service to trusts and individuals with a smaller capital base. A fund range gives us, and the investors it attracts, the economies of scale to replicate our best ideas in a collective format.’

Clarion gives individuals with £10,000 or more the opportunity to invest in a Unit Trust and benefit from a wealth of specialist investment experience normally only accessible to high net worth individuals. It is a ‘one-stop shop’ investment solution.

We were approached with the aim of developing the branding, website and online literature for the company including integrating a full content management system and managed downloads facility onto the website. The site gets several thousand visitors a month and has been instrumental in driving the performance of the fund forward.

### technologies

ASP, SQL Server, Javascript, CSS, HTML

### services

Brand creation, Website, Content Management System, Email Marketing

