



Case Study

public relations sector



Inferno PR
www.infernopr.com

"We're really pleased with the results so far, and very much consider the ongoing development of our site as core to our efforts to market Inferno as the agency grows. Byte Art's creativity in designing a site which is fun yet reflects our core values impressed us all."

Matt Stewart, Director
Inferno PR

Inferno PR is one of the UK's fastest growing Technology PR agencies. With clients including Microsoft, Palm, Vonage, CA, Cargemini and Northgate Information Solutions they are leaders in their field. As a result they require a web presence that allows them to fully show off their skills.

Byte Art were brought in to help make the Inferno brand go further online. The first step was to move away from the previous "flat" online brand and look at a more colourful visual impact with the use of striking imagery and layout that helped outline their core messages and latest information. By implementing a distributed content management system we allowed members of Inferno staff to easily add new content and imagery as and when they required.

"Our initial focus was focussed on redeveloping our website site but Byte Art has taken a more holistic approach to updating our brand. The outcome has definitely strengthened the marketing power of our agency."

Matt Stewart, Director
Inferno PR

technologies

ASP, Flash, SQL Server, Javascript, CSS, HTML

services

Website, Content Management System

