

Case Study

Winters School of hairdressing

Situation:

The Winters School of Hairdressing website had become dated, both in appearance and in design functionality. It didn't accurately reflect the School's image as a fun, up to the minute educator with a unique point of difference - Pivot Point certification, an international standard programme, coupled with a long-standing reputation within the industry as a provider of quality tuition.

Winters required an interactive site that would appeal to the target market of young, media savvy students, as well as an informative presentation outlining the school's offering and expertise.

DRStudio applied the Pivot Point look and feel to the site, with flash animation and correlating images. A soundbyte from Winters radio commercial was also added to the intro. Content was refined and categories were reduced to ensure a cleaner, more ordered layout. Images from Winters promotional material were added, to define each section and create brand consistency.

Outcome:

A user-friendly and eye-catching site, which better reflects the Winters brand and correlates with promotional collateral.

www.winters.co.nz