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20.20 Design

20|20 are one of Europe's leading branding and design agencies catering to clients such as Orange, Arsenal Football Club and Sony Ericsson. As such they needed a vibrant website that told their evolving story. So with a tight brief and tighter deadlines they came to us for a bespoke content management system that would engage with their clients.



Objective

20|20 needed a content management system that their designers could use easily to upload their case studies with little or no training. They also needed to be able to add rapidly changing content to keep their users engaged with their "New Brand Disorder" series of debates and article led discussion. As a design agency they demanded pixel perfect design application.

Solution

We developed a bespoke content management system that allowed them to manage the website with a clear and simple interface. The management system was stripped down to the bare essentials to reduce the complexity for the administrator.

In addition we utilised XML to deliver data to dynamic flash elements.

Conclusion

20|20 have been using our system after an initial training session of 1 hour to introduce the concepts of the CMS to their staff.

The website has been up and running for over a year without any need for a single hour of technical support or maintenance.

"I just added a case study to our site via the content management system **Phoenix** built for us... and it was really easy. If I can do it anyone can do it!" JL. 20|20