



Created a refreshing new CX as part of a digital property revamp for a beverage major

About the Client

- A private American beverage company that manufactures still and sparkling water
- Has a range of varied beverages that cater to a large customer base
- Constantly striving to innovate and create superior beverage offerings

Business Needs

- Revamp the existing product websites
- Capture a larger audience base and increase market reach
- Showcase the range of products and enhance the brand image

Solutions

- Re-examined the design, strategy, and concept for the websites
- Analysed the improvement areas, target audience, and brand guidelines
- Incorporated a responsive design that caters to all devices
- Produced multiple design approaches that meet the objectives
- Included connectivity between the websites to facilitate easy user navigation
- Created a colourful design with an inviting look and feel
- Combined visual depictions in the design that included a varied audience demography and factored in occupation, location, and interests

Technology Stack

Ae Fl Ps Ai Sb 🎧

Business Result

Formulated an out-of-the-box design solution that focused on the latest trends



Cybage MarTech Services

- Content Marketing
- Analytics and Insights
- Creative Production
- Strategy and Consulting
- Campaign Management

Forging comprehensive design solutions for a better user experience