



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