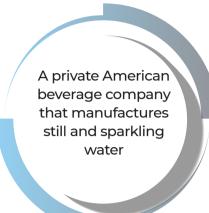


# **About the Client**



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





Showcase the range of products and enhance the brand image



## **Solutions**



Re-examined the design, strategy, and concept for the websites



Produced multiple design approaches that meet the objectives



Analysed the improvement areas, target audience, and brand guidelines



between the websites to facilitate easy user navigation



Incorporated a responsive design that caters to all devices



**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**













### **Business Result**

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



Marketing



Analytics and Insights



Cybage MarTech Services

Creative



Strategy and Consulting



Production Forging comprehensive design solutions

for a better user experience



