

Redweb embarks on new era with exciting brand refresh

Submitted by: Redweb

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Award-winning independent agency Redweb has launched its new website (<https://www.redweb.com/>), complete with modern visuals and updated messaging to truly reflect the the breadth of its in-house activity.

The agency's strapline, 'Connections that drive change', highlights how Redweb helps organisations to meaningfully engage with their audiences to achieve tangible results. Whether it's collaborating on a strategic roadmap, creating engaging digital experiences, or supporting in-house teams with objective expertise, the agency's new positioning encapsulates the full extent of its services.

Supporting this is a striking visual identity that reflects the agency's forward-thinking approach. The butterfly logo is symbolic of transformation and how Redweb positions its clients to adapt and capitalise on the opportunities that technology offers.

Acting as an extension of clients' teams, Redweb's digital specialists provide the right blend of insight and expertise to facilitate this positive change. And with the ability to recruit experts directly into clients' offices, the agency is uniquely positioned to collaborate in the way that's most effective for the client.

Redweb's focus is on forming lasting partnerships with ambitious brands. Its in-house experts in strategy, marketing, content and business analysis, along with its long-established design and development credentials, are already helping to shape the futures of Vitality, Asthma UK, Organix, St John Ambulance, Crest Nicholson, City & Guilds and many more.

Damian Proctor, Head of Strategy at Redweb, said: "Digital transformation is a popular term in our industry, which means different things to different organisations. 'Connections that drive change' reflects our belief that by harnessing digital we can connect with people and better understand them – whether it's your customers, stakeholders, or otherwise – to help clients improve and succeed."

Luke Platt, CEO, also added: "We recognise the importance of driving our business forward, particularly as our industry continues to evolve and develop. With Redweb reaching 21 years this year, we thought it was the perfect time to assess our strengths and how we can better serve our clients to enable their businesses to grow. I'm excited for the next chapter of Redweb."

To learn more about how Redweb has changed and the different ways it partners with clients, read Redweb's latest insight: Forging the connections that drive change (<https://www.redweb.com/insights/forging-connections-change>).

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For more information on Redweb: www.redweb.com (<https://www.redweb.com>)

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