

THE CHALLENGE

Modern Masonry Alliance is an organisation that promotes masonry products to residential and social house builders. Amongst its members are some of the largest names in the UK building industry; Aggregate Industries, Hanson, H+H UK Ltd, Ibstock brick, Tarmac and Wienerberger Ltd.

The new website www.masonryfirst.com aims to become the focal point for masonry products supplied to the house building industry and provide information to enable house builders to make an informed decision about using brick, block and mortar products when planning their developments.

For a number of years the masonry industry in the UK has been under attack from alternative methods of construction, particularly timber frame. The task was to develop a new brand and use the website as the portal to communicate everything positive about the masonry industry and its products.

Branding and design

The logo design needed to have a modern and hi-tech feel with the ability to work well across all media including exhibitions. A range of press and web ads would have to be designed to launch the site, together with an exhibition stand design for Interbuild 08.

Website development

The website had to be developed to cater for constant changes and up dates to the home page and the flexibility to quickly add news articles and update information and documents.

News

With 2 to 3 news stories a day being written and published on the site, it was important that the system for feeding and archiving news articles worked seamlessly and without any manual intervention. A regular news alerts system was required to inform users when the news they were interested in was available to read on the site.

THE SOLUTION

- Devise a logo that would become synonymous with the website when used to advertise the site through a variety of media.
- Design suitable page layout, navigation and text for the website.
- Develop the website with a comprehensive content management system to allow documents and information on the site to be up-dated instantly.
- Collect and manage the content (documents and images) of the website in co-operation with the client and member companies.
- Ensure news stories are checked for content before being posted onto the website, working closely with a news writing agency to feed the news stories directly to the site.

- Keep registered users informed of the latest news using an alert system, allowing users to choose how often and what news they wanted to read.
- Provide a series of press ads and animated web ads to provide maximum impact for the launch.
- Co-ordinate the design of an exhibition stand, working along side third party contractors to ensure consistency of message and maximum impact at the show.

THE RESULT

- The website provides a vast amount of information to the house building industry and stories covering the latest breaking news is fed to the site daily.
- All pages are built so that within the overall framework, additional information boxes, adverts and promotions can be added or taken off as required.
- Branding awareness through a consistent message and design approach has been established.
- Press and web ads were submitted to the relevant publishers to meet the various sizes, deadlines and formats required.
- Exhibition stand for Interbuild 08 maintained the consistency of message and design to give maximum impact.
- The news feed not only provides the user with news and information but also assists the search engines to pick up the keywords from the stories and improve the site's Search Engine Optimisation.
- News alert system automatically emails registered users when a nominated news story is uploaded onto the website.

BENEFITS DELIVERED

MasonryFirst.com provides a wealth of information to its users and encourages them to return to the site time and time again. By providing the facts about the benefits of building with masonry, the website will help increase the share of masonry products used in both private and social housing developments throughout the UK.

CLIENT SATISFACTION

"Mike Leonard, Director of the MMA said "When we approached Crystal Thought to design and manage this website, we gave them a tough brief and a very tight budget and launch deadline. They managed to deliver everything we expected, on time and within budget and our members have been very impressed with the results."

**Mike Leonard - Managing Director,
Modern Masonry Alliance**

Our service is bespoke and unique to each client we work for and your satisfaction is our number one priority. If you want to put us to the test please get in touch to arrange a meeting.

For a free review of your website, click here or send an email to: info@crystalthought.co.uk or call us on Office: 01584 890725