



## CASE STUDY

### ONLINE BRAND STRATEGY & DEVELOPMENT

Helping a global brand build a more unified web presence.

#### THE SITUATION

A Fortune 100 company saw an opportunity to reposition three of its businesses, each with different customer groups and websites, under a single brand umbrella. But to make it work, they needed specialized expertise—strategic, technical and organizational—to get the businesses as well the sites on the same page.

#### THE SOLUTION

By placing a senior Antenna strategist within the company, we delivered the high-level capabilities and insight our client needed to lead this complex project. The challenge was immense: navigating multiple decision makers and a thicket of corporate website guidelines under intense time pressure, all on a limited budget.

*“We were walking a fine line between what each business unit wanted and the desire for a united brand. Antenna saw to it that our stakeholders’ needs were represented, while helping keep the focus on the shared, long-term benefit.”*

By analyzing the current sites and diverse customer profiles, our strategist laid the groundwork for the new site—from business goals to information architecture to content strategy—leveraging success lessons from other sites within the division at each step. Then she oversaw the teams that brought the new site to life, managing implementation from design through final copy approval and launch. The outcome: a unified website for the division that fulfilled the company’s business goals and strengthened its brand in eyes of customers.

#### THE SERVICES

- Online business strategy and planning
- Project management and agency coordination
- Site and customer analytics
- Content strategy
- Success measurement