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## SDG New Media Case Study (FunDayBest) March 2006

<b>Company Name:</b>	FunDayBest Limited
<b>Web Site:</b>	www.fundaybest.com
<b>Industry Sector:</b>	Leisure and entertainment
<b>Requirement Headline:</b>	Complete brand, copy-writing and design service
<b>Special Requirements:</b>	Site must work on mobile devices such as 3G phones.

### Background

**FunDayBest** is a party hire company catering for both children and adults. The business provides equipment to turn any gathering into an unforgettable party. Products range from inflatable bouncy castles for children, to adult themed parties and garden equipment.

**FunDayBest** operates in a region from Herts to Cambs using a number of local marketing techniques such as local papers, local football team sponsorship and leaflet drops at and around schools. However, a web presence was felt essential to pick up opportunist customers who would remember a web address spoken about or seen on the side of a delivery van.

### The Project

In January 2006, through a personal recommendation, Kian Kormi (one of **FunDayBest's** founders) approached **SDG New Media**. Following a brief telephone interview where both parties established each other's needs and capabilities a project was defined. The project consisted of:

- URL registration and site-hosting
- Brand and logo design based on a written company personality
- Web design to a requirement specification and sample text provided
- Proof-reading and copy-writing services
- Ranking the web site high on popular search engines.

In total the project took 3 weeks to complete, starting with a range of logo proposals to consider followed by agreeing a web navigation style and finally loading of content. The site was developed using HTML, Illustrator, Photoshop and PHP, all in a 640 x 480 resolution to ensure that the site would look equally good on any device.

"I have over 20 years experience of senior marketing in international organisations. **SDG New Media** is every bit as capable and professional as the best of the large agencies." said Kian Kormi. Furthermore he went on to say "I was always comfortable working with a such a small company and was singularly impressed by the fact that they came in on budget, on time and on specification."