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SDG New Media Case Study (Geha Bedrooms) August 2004

Company Name:	Geha UK Limited
Web Site:	www.gehauk.com
Industry Sector:	Interior design and furniture
Requirement Headline:	Complete brand, design and implementation service
Special Requirements:	Modern contemporary look and feel

Background

Geha UK Limited is a bespoke bedroom installation company, offering only the highest quality German imported furniture. Geha offers a complete advice, design, installation and after-sales care service. Geha is now widely recognised as being one of the UK's leading modern contemporary bedroom suppliers.

Whilst Geha is based in Liverpool, products and services are marketed nationally. This gave rise to the need for a cost-effective nation-wide marketing tool; a need served excellently by an easy to access and popular web site.

The Project

In August 2004, through a personal recommendation, Daniel Burman (MD of Geha UK Limited) called **SDG New Media** to discuss the creation of a web site to support marketing and expansion plans. The project remit was:

- URL registration and site-hosting
- Modern look and feel that reflected the contemporary products
- A differentiated design in a crowded market-place
- Web site that ranked highly in search engines.

SDG New Media created the concept of "*bring your dreams to life*" maintaining the bedroom dreamy illusion with half illustration/half photo texture images. The site has a clean-cut look and feel to reflect expensive, high-quality German bedroom products. Furthermore **SDG New Media** implemented a virtual showroom, developing panoramic views in flash thereby avoiding any plug-in downloads. The whole site has been optimised for broadband with pre-loaders for those on dial-up.

"Over two exhausting days and nights, together with SDG New Media we created a style, structure and content." said Daniel Burman. "I found SDG to be very committed, highly conscientious and focussed in establishing my needs. Using sketches and drawings I was persuaded that they had completely understood my needs and I had no negative surprises, just positive experiences."