

# Web design, digital marketing and branding credentials

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February 2012

# About Obergine

**Obergine is** an award winning web design, digital marketing and branding agency.

*We specialise in the creation of multi-channel marketing and business solutions that add value to our clients and their customers.*

## We love:

- Happy clients
- Digital technology & media
- Our music playlists
- Being proud of our work
- Learning cool new stuff
- Baking our cake & eating it!

## Our services:

- Brand identity development
- Web/mobile site design, development and hosting for content managed and e-commerce websites
- iPhone/iPad/Android app design and development
- Digital marketing for email, mobile, display, social media and natural search (SEO)
- Web/data analytics and measurement
- Print design and production
- Viral video editing and production

- Undertake **strategic and user experience planning** to define and identify the content and functionality needed to engage your target audience and fulfil your business goals across **mobile, web** and **print media** channels
- Drive sales, win new customers and improve your customer relationships through the **design** and **development** of **content managed e-commerce / campaign / company websites** and applications
- Create the **visual identity** and **content** to support your **brand** across **print** and **digital media**
- Create **brand awareness** and drive traffic via social media marketing initiatives across Facebook, Twitter, Flickr, YouTube and the blogosphere
- Design and deliver **email campaigns**
- Undertake **keyword research**, develop **search engine friendly content** and **natural search marketing** initiatives to improve search engine result listing positions
- Create **mobile sites** and **applications** for **iPhones, iPads** and **Google Androids**
- Create and manage your **customer database** and **datafeeds**
- Our **web analytics** service helps you understand how your prospects and customers are interacting with your website
- **Securely host** your websites and databases

# Some of our clients



# What our clients say about us

## Oxford University Press

"Working with Obergine has been fantastic, great communication, with a flexible approach and an excellent team passionate about web design and development, I wholeheartedly recommend them!"

## Oxfordshire Music Scene

"Obergine's energy, creativity, attention to the finest details and organisation have helped to drive The Sampler from an idea to reality."

## Canby

"Obergine took the time to understand our branding and marketing requirements and were able to deliver technically on a complex and demanding brief. As well as creating our site, Obergine advised us on online marketing - so we have discovered the joys of Twitter and are developing our presence on Facebook. They've done an excellent implementation of Google Analytics and have made sure the site is SEO'd to the max. We will continue working with Obergine to promote our business online and would recommend them without reservation."

## CyT UK

"Obergine has worked closely with us to develop our ideas and put them into practice. Our aim was to create a useful online source of information for wine lovers and to raise the awareness of our fine wines. We're delighted with the website - it's absolutely what we were looking for."

## Rotary Watches

"Obergine has provided Rotary Watches with web design, development and hosting services for a number of significant web-related projects over the past 2 years. We have found them to consistently deliver above expectations, and provide valuable insights and suggestions to help us effectively exploit the digital channel."

## Unipart

"Obergine have always delivered on time and on budget. They take a great deal of trouble to understand Unipart's business needs and objectives and do everything they can to meet them. In short, it is a pleasure to work with Obergine."

## Slow Dating

"With Obergine, Slow Dating have secured the services of a digital agency whose skills are simply first class. For over 5 years, we have been delighted with the work of Obergine and look forward to retaining them in the future."



# Examples of our work

Site of the Year 2011  
**Winner**  
Kentico Software

The screenshot shows the Oxford Online Learning Zone Primary website. At the top, there's a navigation bar with 'Cerrar sesión' and 'OXFORD UNIVERSITY PRESS'. The main content area features a blue sky background with two groups of children. One group says 'Hi!' and 'English is fun!'. Below this, there are two main sections: 'EXPLORERS' with a 'Click to start' button and 'fun zone' with a 'Click to start' button. The 'fun zone' section includes a 'NEW!' starburst and a list of activities: Charlie the Cat (Level 1), Feed the Frog (Level 2), Late for School (Level 3), Word Wizard (Level 4), Cartoon Maker (Level 5), and Late for School (Level 6). A 'Vote of the week results' pie chart shows: Cat (44.2%), Dog (36.2%), and Rabbit (19.6%). A 'Fun fact' section states 'Horses can sleep standing up.' The footer contains copyright information and links for 'Menciones', 'Política de privacidad', 'Aviso legal', 'Condiciones de uso', and 'Contacto'.

## Project objectives

OUP's **award winning** e-learning portal helps primary children in Spain learn English by allowing students to work through interactive stories, songs and extra practice activities for their designated course.

## Project solution

Creation of a multi-lingual content managed e-learning portal that consolidates all Spanish Primary English language courses with an exciting 'Fun Zone' area with a range of animated flash games.

Branding that allows individual course brands to project their brand identity in harmony with the overall Oxford Online Learning Zone brand.

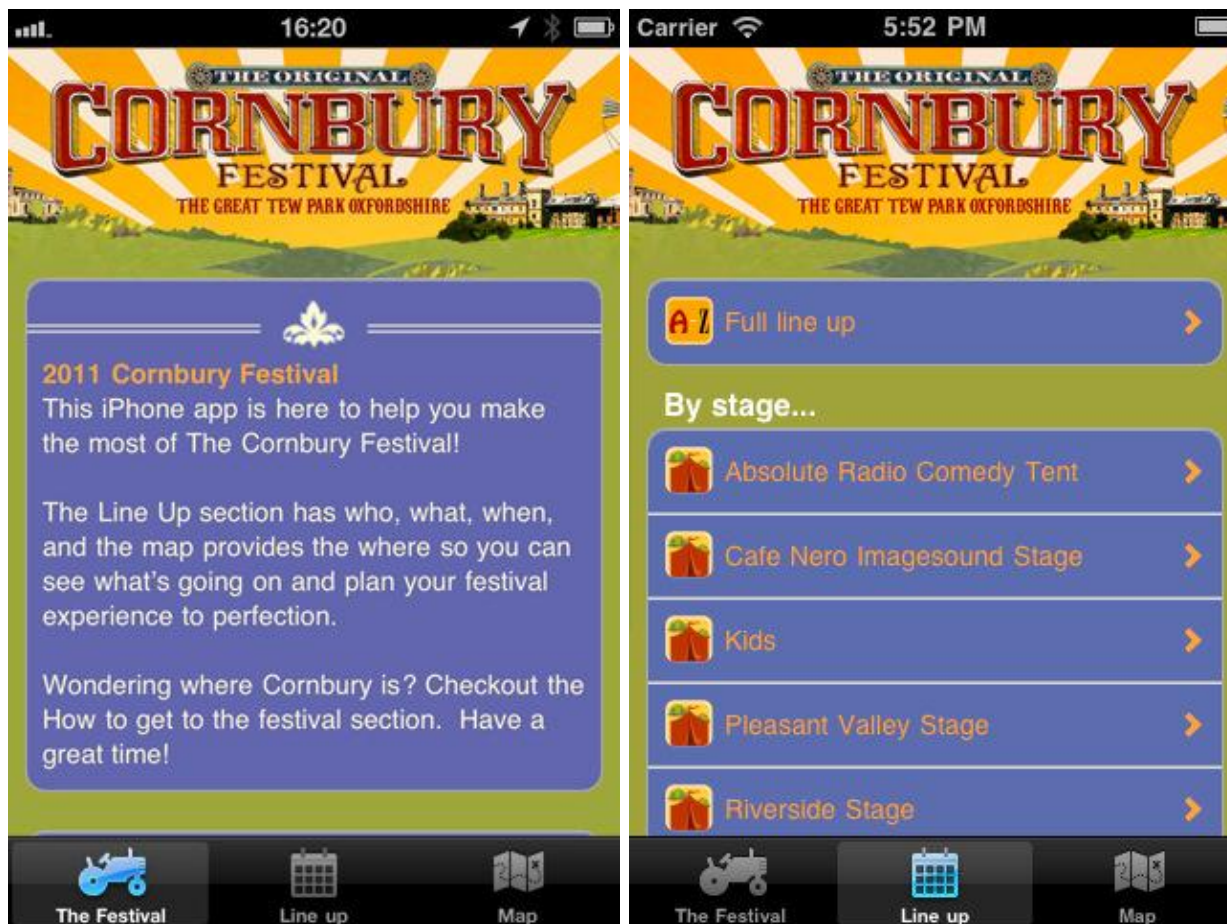
## Services provided

- User experience planning.
- Website design and development.
- Website management user training.
- Website hosting.

Visit the website at <http://primary.oolz.oupe.es>



# Cornbury Music Festival iPhone app



## Project objectives

Provide an app that complements traditional print programmes for the Cornbury Festival.

## Project solution

Design and development of free iPhone app that allows festival goers to:

- View the full festival line-up
- Browse acts by artist and date
- Learn about the artists
- Add acts to their calendars and set reminders
- View a festival map

## Services provided

iPhone app design  
iPhone app development.

Download the app from <http://itunes.apple.com/gb/app/cornbury-festival/id441539419?mt=8>

[Read the official press release](#)



## Project objectives

Create a brand identity and digital content strategy to establish CyT UK as the leading distributor of wines from the Americas.

Create a comprehensive wine brand portfolio available in print and online.

## Project solution

Brand identity creation for CyT UK.

Development of digital content strategy to support the brand launch.

Design and development of content managed website and Twitter profile.

Brand portfolio development.

## Services provided

Digital strategy and brand identity.

Web design and development.

SEO, social media & email marketing.

Print design.

Visit the website at [www.cyt-uk.com](http://www.cyt-uk.com)

[Read the official press release](#)



Visit the website at [www.canby.co.uk](http://www.canby.co.uk)

[Read the official press release](#)

## Project objectives

Create a content managed website and social media channels that showcase and sell Canby's vast range of jute, juco and cotton bags.

## Project solution

Make it easy for users to learn about bag materials, styles and designs.

Drive traffic and increase Canby sales through search engines & social media.

Intelligent quotation form increases sales lead quality.

Take advantage of Canby's library of rich bag photography to communicate the diversity and intricacy of the designs that the bags sport.

Illustrate Canby's industry expertise.

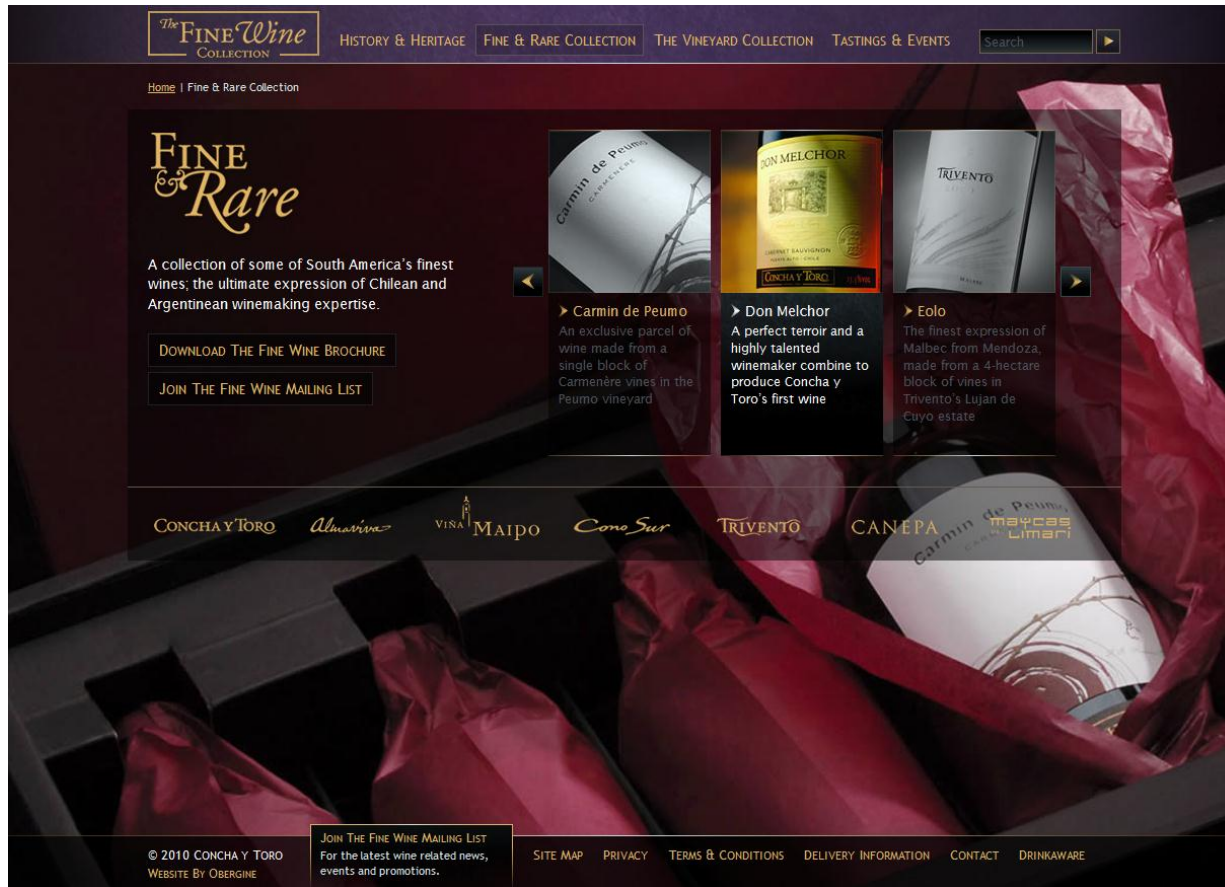
## Services provided

Website design and development.

SEO and social media marketing.

Google Analytics consultancy.

Website hosting.



## Project objectives

Create brand awareness and drive sales by enthusing and educating wine lovers by offering compelling content about Concha y Toro's collection of premium wines, winemakers, accolades and vintages.

## Project solution

Design and development of marketing and retail e-commerce website that showcases Concha y Toro's The Fine Wine Collection brand portfolio.

Creation of a website design that embraced Viña Concha y Toro's library of beautiful photography substantiated useful and interesting content.

An integrated email marketing database for ongoing email marketing.

## Services provided

Web design and development.

SEO and Google Analytics consultancy.

Email marketing.

Website hosting.

Visit the website at [www.thefinewinecollection.com](http://www.thefinewinecollection.com)

[Read the official press release](#)



Visit the website at [www.eskenazi.co.uk](http://www.eskenazi.co.uk)

## Project objectives

Educate visitors about Eskenazi - one of the world's most respected dealers of ancient Chinese art.

Communicate the beauty, rarity and priceless nature of exhibition artefacts via an interactive gallery.

## Project solution

Design and development of easy-to-use content managed e-commerce website and online art gallery.

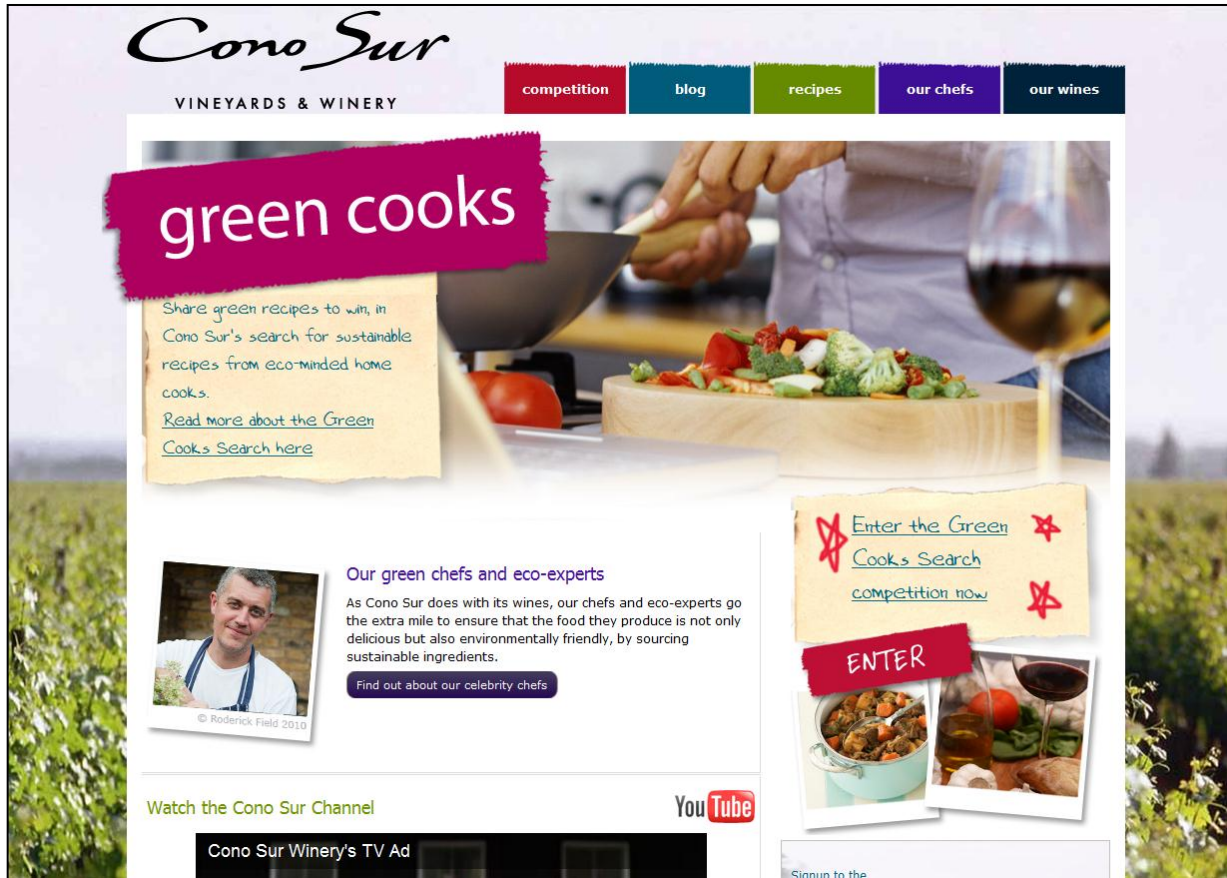
Creation of e-commerce facilities that allow visitors to purchase exhibition catalogues and other publications.

## Services provided

Web design and development.

SEO and Google Analytics consultancy.

Email marketing.



Visit the website at [www.consosurgreencooks.com](http://www.consosurgreencooks.com)

[Read the official press release](#)

## Project objectives

Illustrate the commitment of Cono Sur - Chile's leading producer of environmentally friendly wine - to sustainable wine production.

Encourage cooks to produce food that match their foods with wines in terms of taste & sustainability.

## Project solution

Creation of green and sustainable cooking portal via regular blog posts by the UK's leading eco-minded chefs underpinned by a recipe database.

Social media channel integration and promotion.

## Services provided

Web design and development.

Social media optimisation and SEO.

Google Analytics consultancy.

Website hosting.

**SECRETS OF PRINTING**

Welcome to the secret of profitable print.

At manroland, we know that in today's challenging and ever changing market, great printing technology has to be more than just a promise. It has to deliver for printers and their customers.

Throughout this Secrets of Printing site, you'll find information on our extraordinary range of presses, added value applications and industry knowledge, all of which is here to assist you in delivering the highest quality product to your customers and maximum profit to your business.

**manroland: your partner for profitable print.**

**InlineFoilier Prindor**  
Learn more about high value for profitable print

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**Secrets of Printing on Twitter**  
Print and Online work together. New business magazine from Google is in #print <http://bit.ly/dHjSlr>  
16 hours ago · reply

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**manroland**

## Project objectives

Position manroland as the leader in the print industry.

Educate the industry of the advancements in printing technology that manroland offers and how this technology helps print profitability.

## Project solution

Design, development and promotion of the Secrets of Printing campaign website for the world's second largest printing systems manufacturer.

Provide content multiple media formats including video and documents.

Promote the site using Flash banners, email marketing and social media.

## Services provided

Web design and development.

Social media and email marketing.

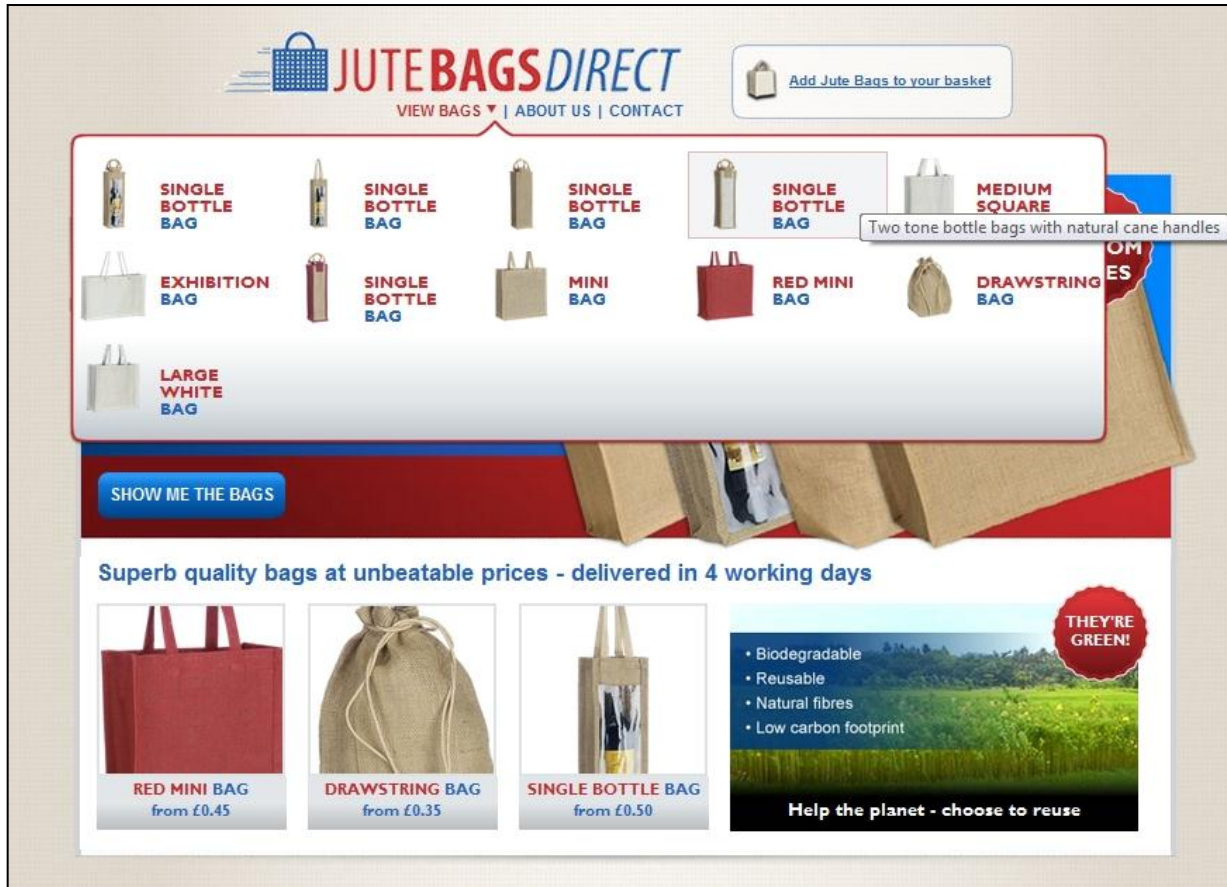
SEO and Google Analytics consultancy.

Flash banner design.

Website hosting.

Visit the website at [www.secretsofprinting.com](http://www.secretsofprinting.com)

[Read the official press release](#)



## Project objectives

Sell jute bags in high volumes with dynamic pricing of goods based on volume purchased.

## Project solution

Design and development of a retail e-commerce website that was usable, clear, sales focused and search engine friendly.

Post-launch link building and development of automated Google Product Search feeds.

## Services provided

Web design and development.

Google Analytics consultancy.

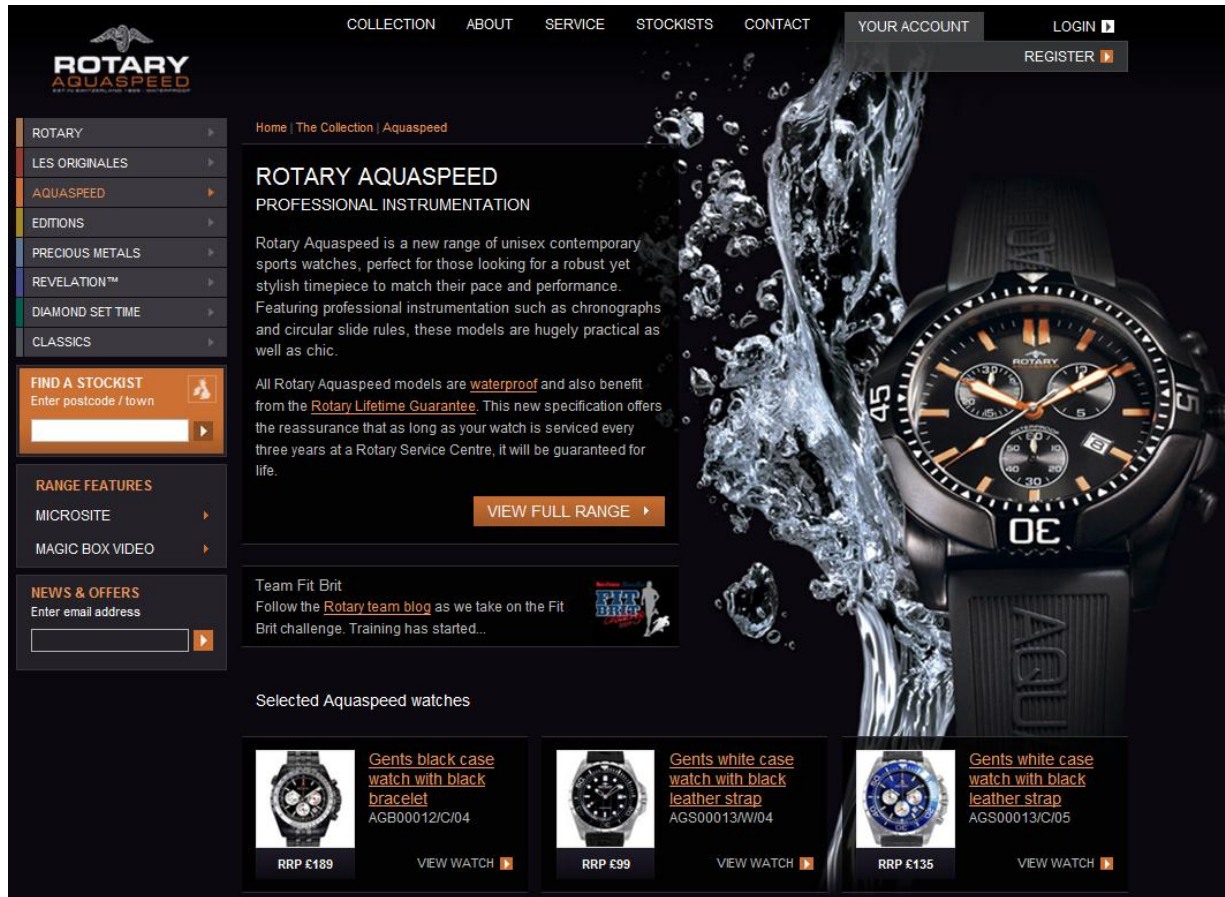
SEO consultancy.

Website hosting.

Visit the website at [www.jutebags.co.uk](http://www.jutebags.co.uk)

[Read the official press release](#)





## Project objectives

Sell varying ranges of watch collections to different markets in different prices and currencies.

## Project solution

Creation of a search engine optimised multi-lingual and multi-currency retail e-commerce website that serves international audiences on a region-by-region basis.

Integration with the back-office for automated catalogue population.

Creation of "Build your own watch" Flash application.

Support of main website with 2D barcodes, mobile and email marketing.

## Services provided

Web/mobile site design and development.

Flash design and development.

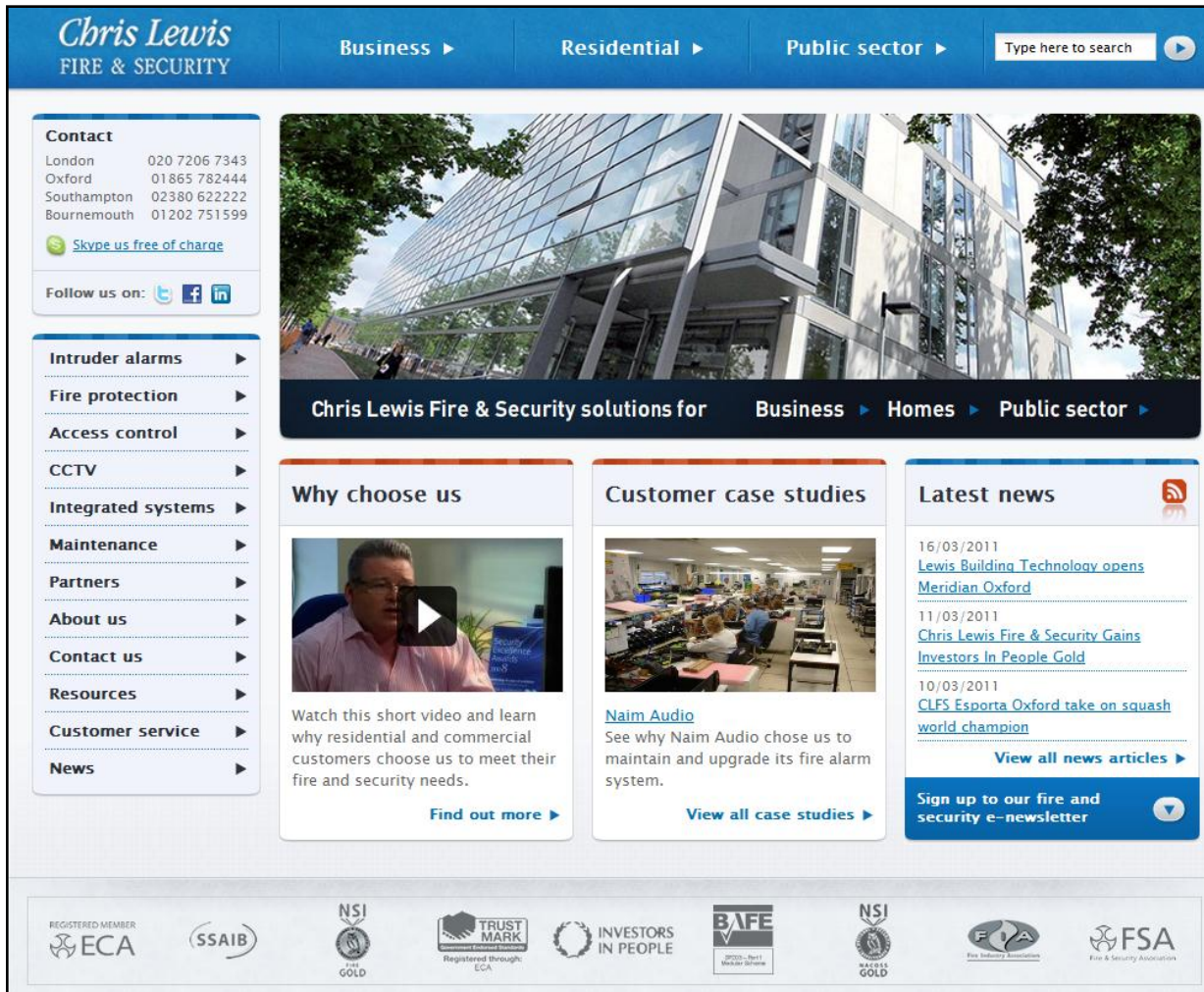
SEO and Google Analytics consultancy.

Email marketing.

Visit the main website at [www.rotarywatches.com](http://www.rotarywatches.com)

Visit "Design your own watch" Flash app at [www.rotarywatches.com/en/the-rotary-collection/build-your-bespoke-watch](http://www.rotarywatches.com/en/the-rotary-collection/build-your-bespoke-watch)

[Read the official press release](#)



## Project objectives

Create an online sales and marketing channel that drives sales enquiries and email opt-ins for one of UK's foremost suppliers of bespoke fire and security solutions.

## Project solution

Creation of an easy-to-manage content managed website that intuitively organised and cross-sold over 120 pages of content - from case studies, news to manuals.

Clearly communicate the expertise of Chris Lewis Fire & Security across business, residential and public sectors.

## Services provided

Website design and development.

Google Analytics consultancy.

Email marketing.

Website hosting.

Visit the website at [www.chrislewisfs.co.uk](http://www.chrislewisfs.co.uk)



Visit the website at [www.oxfordshiresciencefestival.co.uk](http://www.oxfordshiresciencefestival.co.uk)

## Project objectives

Create an online presence for the Oxfordshire Science Festival to attract sponsors and event organisers.

Generate awareness, enthuse and engage the community.

## Project solution

Design and development of a website that allowed visitors to:

- Learn about and book events
- Register as event organisers
- Make sponsorship enquiries

Integration of social media channels to facilitate interaction and engagement across Twitter, Facebook and Flickr.

## Services provided

Web design and development.

Google Analytics consultancy.

Social media & email marketing.

Website hosting.

The screenshot shows a YouTube channel page for 'slowdating's Channel'. The main video is titled 'SLOW DATING NEWS UPDATE' and features a headline: 'JEREMY ANDERSON SPENDS THE NIGHT WITH 20 WOMEN'. Below the headline, it says '“JEREMY IS MY DREAM DATE” SAY GIRLS'. The video player shows a woman looking at a man. To the right, there are thumbnails for other videos: 'The Love Boat Lock and Key Party' and 'Speed Dating Advice'. A Twitter overlay is positioned in the foreground, displaying a tweet from 'slowdating' with a 'Join today!' button. The tweet text reads: 'Hey there! slowdating is using Twitter. Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? Join today to start receiving slowdating's tweets.' The Twitter profile card shows the name 'slowdating', location 'Abingdon on Thames', and bio 'Bio The UK's Favourite Speed Dating Company'. It also displays statistics: 85 following, 207 followers, 164 tweets, and a list of avatars for people following.

## Summary

Ongoing development and maintenance of retail e-commerce website.

Weekly email marketing.

Regular SMS marketing.

Social media strategy to help engage Slow Dating prospects and customers on YouTube and Twitter.

## Services provided

Web design and development.

Email and mobile marketing.

Social media planning.

Google Analytics consultancy.

## Visit websites at...

[www.slowdating.com](http://www.slowdating.com)

[www.youtube.com/slowdating](http://www.youtube.com/slowdating)

[twitter.com/slowdating](http://twitter.com/slowdating)

If you wish to discuss your digital, print and marketing activities with OberGINE, please contact us using the details below.

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