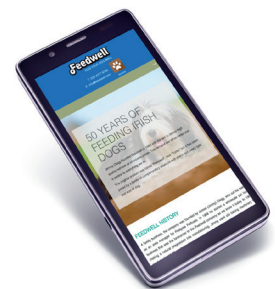




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FEEDWELL DOG FOOD

THE COMPANY OVERVIEW

A family business, Feedwell was founded in 1962 by James Clegg, originally an area manager for Pedigree Petfoods. In 1958 he started a wholesale pet food business that was the forerunner to the Feedwell company as we know it.

THE BRIEF

Feedwell Animal Foods had an existing website but they felt it was weak in presentation, design and content. Digita were briefed on the need to improve on the 'friendliness' of the old site whilst increasing the accessibility and product awareness by creating a modern and eye-catching responsive business website for the company.

THE SOLUTION

The first challenge for us was to create a website that didn't look too twee but also had a warmth and cuteness of a dog food website.

Using large photography of dogs in real life situations (playing, eating and working) we gave the website a real energy and a great art direction and feel. We also made sure that every page featured the products and that you could easily navigate to see further information, general and nutritional, on each of the foods produced

whilst quickly being able to contact Feedwell to find out more and to locate your nearest stockist.

The website also features a dogfood selection tool to allow the owner to feel a real engagement with the website and, at the same time, getting to the right food for their dog quickly and easily straight from the home page. A great site, fully responsive for modern mobile devices, full of energy with beautiful pictures, really giving Feedwell the next level in brand development.

THE DIGITA INSIGHT

At Digita we believe that other sector ideas and innovations can help with our own clients' future website development. We are always looking for innovations and new technological insights to put our clients ahead of the competition. Visit www.digita.agency to find more of our case studies.