

**Crab Creative // Credentials**

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Studio 15, 1st Floor  
176 Shoreditch High Street  
London  
E1 6HP

T: +44 (0)20 7749 0669  
F: +44 (0)20 7749 0403  
E: [studio@crabcreative.com](mailto:studio@crabcreative.com)  
W: [www.crabcreative.com](http://www.crabcreative.com)

Skype [CrabCreative](#)  
Grid Ref: [TQ334823](#)  
Co No: [5371699](#)  
VAT No: [854125435](#)

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## Introduction

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Crab Creative is a growing team of creative, strategic and technical specialists who are all extremely passionate about the digital and creative industries. We're an independent creative design and digital agency based in London.

We've had great success through forming long-term client / agency relationships, which has meant that approximately 70% of all Crab's sales have been through referral and / or repeat business. We are retained as the incumbent digital agency for many of our clients. We work across most industries specialising in FMCG, B2B, Hi-Tech and Leisure.

We have, and continue to, work with some amazing clients such as Apple, Betty Crocker, Berghaus, Esquire, Green Giant, Harrods, Häagen-Dazs, Hip Hotels, Mecca Bingo, Rank and Tilda to name a few.

We're passionate about effectively communicating our clients' message and delivering charming and intelligent solutions. We work hand in hand with our clients following a step by step process which allows both parties to interact on all aspects of a project.

We provide an all-round digital and strategic service giving you a creative solution that simply works in the real world! Since Crab was first conceived our aim has never wavered: work hard and smart for our clients to make their business better in all aspects and perhaps have a little fun along the way.

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## The Creativity

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First and foremost we are a creative digital agency. Our goal is always to develop and push forward what is possible both in the offline and online environments. From end user recommendations, clever mash-ups and award winning viral campaigns we endeavor to produce work that adds value to our clients brand in a channel that is growing in value daily.

Users not only want to interact with a brand but they want and expect to be entertained and amazed, all before breakfast!

To achieve this, we ask the difficult questions; the why, the who and the when. By distilling our clients' needs to a concentrated goal we can then build an environment that not only ticks all the boxes technically, but also offers the user a valuable online experience that adds to our client's brand. We don't mind rolling up our sleeves and getting involved.

We are well known for our Future Casting, Gadget Development, Mash Ups and research into what is cool. From Augmented Reality to Motion Walls we pro-actively report our findings back to our clients and suggest ways that they can take advantage of a new or emerging channel / technology. We like to refer to this as thinking deeper.

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## The Technology

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Our knowledge base and experience covers a vast area within the digital realm. We have produced animations and videos for football stadia, broadcasting and corporate DVD / CD Roms. Our team has worked across most types of campaigns; we have designed, delivered and managed a variety of websites, back-end databases, DM fulfillment, E-Newsletter, traffic generation, implementation of banner ads, Google AdWords, viral, syndication and top line assistance in planning and strategy for most of our clients.

List of our services:

Application Development

Future Casting

Interactive Kiosk Development

Mobile Device Integration and User Interface Development

Motion Graphic Design

Security and Best Practise

Viral Development and Release

Website Design and Technical Development

- branded content creation
- digital marketing strategy
- online brand development
- interactive installations
- wireless marketing
- email marketing
- audience research and usability
- search engine optimisation and ad words
- tracking and user analysis

We are extremely proud to be able to offer our clients above industry standards in data management. Crab not only conforms to the UK's Data Protection Policy but we are one of the few agencies that exceeds it's standards.

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## Case Study 1 // Berghaus



Berghaus | [www.berghausjapan.com](http://www.berghausjapan.com)

**Brief:**  
Develop an engaging, dual language site for launching Berghaus's key products in the Japanese market. Berghaus has a long standing tradition in the UK and Europe as a trustworthy outdoor brand. In the UK it is the market leader with over 70% of the market.

**Solutions / Planning and thoughts:**  
We developed a rich, flash based, data driven site. The site reads the users browser window and dynamically re-scales thus allowing the user (as is common in Japan) to view the site on a multitude of devices. The graphic style of the site was also used to develop POS, Brochures and other communication pieces. Our research, run in conjunction with the Japanese retailer, indicated that including the heritage and breadth of the Berghaus offering would help position the brand within the Japanese market.

**Result:**  
The site was used as the focal point for launching the product range to the Japanese market. The key retailers used the site to familiarise themselves and their customers with the Berghaus brand and product range.

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## Case Study 2 // Hip Hotels



HIP Hotels | [www.hiphotels.com](http://www.hiphotels.com)

### Brief:

We were commissioned by luxury hotel brand, Hip Hotels, to redesign their website with a dual focus; to showcase the brand's beautiful photography and to maximise Search Engine Optimisation into the design in order to maximise natural search rankings in this highly competitive industry niche.

### Solutions / Planning and thoughts:

Building our design around the evocative photography we programmed in dynamic meta tagging and page titling to increase the site's depth and visibility to search robots. We used Google AdWords to both drive initial traffic and to analyse how users associate with the brand.

### Result:

The website traffic, and most importantly hotel bookings, have increased dramatically as a result of our implementations. We will continue to work on and optimise this website through 2008/09.

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## Case Study 3 // Jus-Rol



Jus-Rol | [www.jusrol.co.uk](http://www.jusrol.co.uk)

### Brief:

To develop a magazine style site to encourage new users to the category and increase existing consumers usage. In addition, to create a database of loyal and interested users and email a monthly newsletter covering product, new recipes, entertaining ideas and educating users with advanced techniques. Jus-Rol is the leading frozen pre-made pastry manufacturer in the UK. The largest competitor was Saxby's although they are in the chiller aisle of the super market.

### Solutions / Planning and thoughts:

The site would need monthly updates to retain user interest. We also needed to agree key parameters as our research showed a lot of users were using older machines and slower connections. We also discovered the need to develop a "Universal Access" site to allow partially sighted users access to the information. To drive traffic to the site we implemented Google AdWords, a variety of seeded competitions. We also ran consumer press ads. We found that some users were not familiar with certain key pastry techniques, so we set about filming and shooting each one as a step by step guide.

### Result:

Within the space of 3 months we increased the traffic to the Jus Rol site by 1000%. Over the next year the traffic increased on a monthly basis.

We have added over 10,000 users to the database.

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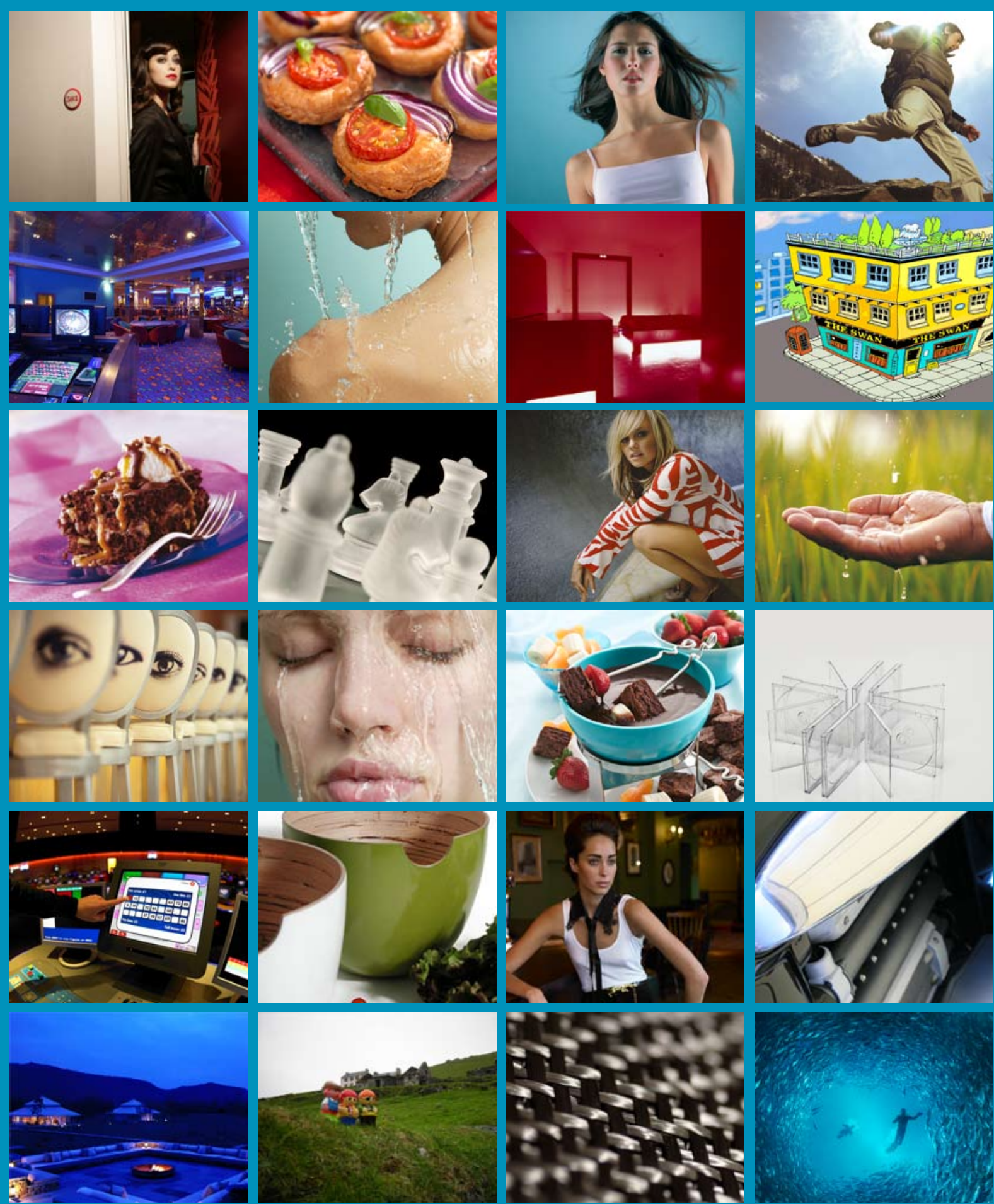
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## Further Work



Crab Creative | [www.crabcreative.com](http://www.crabcreative.com)

For details of further work and more about  
Crab please visit our website.



crab creative | think deeper®

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