

Case Study

Modern, Interactive Web Design Beautifully Showcases Architectural Firm's "Design Synchronicity"

Northwoods design results in a 2019 Gold ADDY award



Client Snapshot

Industry: Professional Services | **Audience:** B2B
About: Strang is a national architectural, engineering, interior design and master planning firm that places a fierce focus on the synchronized interplay of all four disciplines. Through integrated expertise, blended professional counsel, problem solving, a focus on sustainability, and united effort, their expert team designs award-winning, high-performance facilities, both inside and out.

Visit: www.strang-inc.com



Despite an abundance of beautiful imagery showcasing their award-winning designs, Strang's previous website still pulled up short. The Strang marketing team knew they needed a new site that would showcase their creativity, exceptional work, and unique organizational culture through more modern, bold web design that better reflected their brand. Strang found the design skills, WordPress expertise, and holistic project approach they were looking for at Northwoods.

Solution

- Using a data-centric approach focused on how users search for information, Northwoods digital marketing experts crafted a digital strategy to guide the website redesign.
- The result was a new site featuring modern, interactive design with lots of movement – including rotating text, image sliders, and hovers – and a strong, intuitive user experience (UX) to accentuate Strang's stunning imagery and to better engage site visitors.
- The new design also reflected Strang's entire marketing support program, carrying the brand through from the traditional to the web for a fully integrated experience.
- Northwoods' WordPress expertise made the implementation of the design, site launch, and ongoing maintenance seamless for the Strang team.

Situation

- Strang's new website needed to accurately reflect the Strang brand and innately represent the organization's proprietary "Design Synchronicity" protocol that brings architects, engineers, interior designers, and master planners together for optimal results.
- In addition to web design expertise, Strang was looking for a digital partner that could see the "big picture" – one who understood their overall business goals and how the website strategically fit in.



"Our firm was pleased with the technical know-how and creative development of the work provided by Northwoods; but, I would consider that 'table stakes.' What we really benefited from was their soft skills, such as listening, caring, and attention to detail. We also appreciated their candor, straight talk, and sincere interest in doing their best work for us."

– Randy Banks, Executive Vice President | Chief Marketing Officer

Outcome

- The American Advertising Federation in Madison, Wis., recognized Strang's new website with a 2019 Gold ADDY award in the Online/Interactive – Websites – B-to-B category.
- A Gold ADDY is the highest level of recognition of creative excellence and is judged to be superior to all other entries in a given category.
- Since Strang's new site launched, visits have increased by 6,150% and average page load speed has decreased by 56%, pointing to an improved user experience.



Page Layouts

STEAM CAMP

First, we are future-focused, evaluating and aligning today's projects with ever-advancing technology, materials and sustainable design practices. Next, our community engagement places a priority on supporting under-served youth.

When combined, these two guidelines proved to be the genesis behind STEAM Camp – our "aha moment," if you will. After all, what could be more future-focused than our area's kids?

ARCHITECTURE

Architecture Must Inspire The Human Spirit, Placing You In An Environment That Is A Pleasure To View And Occupy

With Strang, you receive more than traditional architectural design services. You receive holistic, designed and integrated solutions backed by evidence-based analysis. Our designs account for respectful use of financial and natural resources.

Each design is a strong statement encouraging you to place all your senses on notice. Our forward-thinking approach encompasses current facility needs while anticipating tomorrow.

In order to present you with the best possible designs, we become champions of your brand, navigating your path to project success. In all, we complement multiple perspectives of your organization to deliver the highest quality work.

SERVICES

- Architectural Design + Branding
- Master Planning
- Feasibility Study
- Existing Building Evaluations
- Site Evaluation and Selection
- Laboratory Planning
- LEED Consulting
- LEED Consulting
- Value Analysis
- Cost Estimating
- Construction Administration
- Virtual Design (VD)

VIEW OUR WORK

Great architecture and design will engage all of your senses. Review the successes we have had in partnering with our clients.

[View Projects](#)

STRANG IS TOP FIRM - AGAIN

In Business magazine readers vote Strang the top commercial architectural firm in Madison for the sixth consecutive year

MADISON, December 6, 2018 – For the sixth consecutive year, the readers of *Business* magazine have named Strang, Inc. the top commercial architectural firm in the Greater Madison area.

In *Business* made the announcement of its annual Executive Choice awards in its December issue. According to the publication, the winners represent the best of the best of local businesses within the Greater Capital Region.

"This is an honor for our entire firm," said Strang President & CEO Larry Burton. "We are truly humbled by this award. We're thankful for our clients who trust us with their vision and resources and grateful to have colleagues who unify professional passion with expertise."

The awards in 37 categories are a result of a 68-in-the-field survey among the executive readers (executive-level and "highest of the magazine") Strang has been named the top firm for architecture each year since 2013.

During the past year, Strang completed the Gethers Hall and the Stryker Breast Center, both in the same building on East Washington Avenue and broke ground on its renovation and addition project at the University of Wisconsin – Madison's Chemistry building. In the coming year, Strang will complete the Summit Credit Union headquarters in Cottage Grove and the Homer School of Music on the UW – Madison campus.

EXECUTIVE CHOICE AWARDS
Commercial Architectural Firm

Watch as the staff of Strang, Inc. they have been named the top commercial architectural firm in Madison for the sixth consecutive year.

ABOUT STRANG
Established in Madison, Wisconsin in 1951, Strang, Inc. is a full-service architecture, engineering, interior design and planning firm with projects throughout the nation. Strang specializes in the design of space for commercial, research and development, higher education, and performing arts.

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