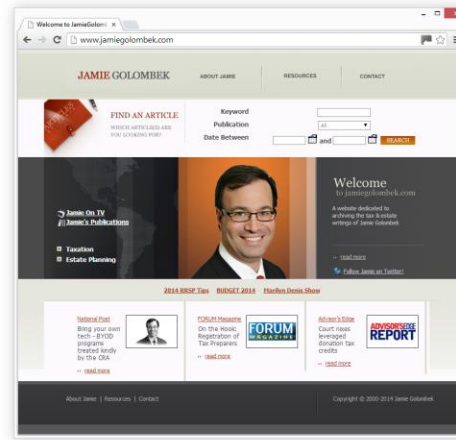
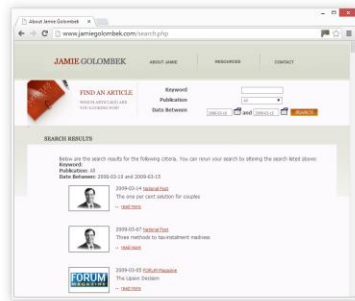




CASE STUDY: Jamie Golombek: Website Creation



CLIENT OBJECTIVE

As a leading expert and lecturer in the areas of Canadian tax and personal finance, Jamie Golombek was seeking an online brand identity with a website through which he would provide his audience – financial advisors, the media, and the general public – the following:

- Answers to tax questions and the opportunity to discuss tax issues.
- Search to current and archived articles he has written for the multiple publications.
- Media Releases
- Additional information about Jamie Golombek.

SOLUTION

A branding and design development process was used to identify an effective brand to convey the look, mood and tone the client required.

- Reliable and informative
- Professional
- Interactive
- Fresh
- Easy to understand (conventional language)
- Superior
- Profitable
- User-friendly
- Fun

RESULTS

Jig Technology successfully created a professional online presence that enhances Jamie's presence both online and offline. This increased exposure has helped Jamie being a highly sought after financial expert. In addition it has allowed Jamie to communicate with his audience and showcase his publications.