

CASE STUDY

# Smartshoring™ in Action

**BRAND** Tatton Investments **AGENCY** Starling Murmur

**CHALLENGE**

Create multiple, hand-coded banner advert variations to short deadlines.

**SERVICE DELIVERY**

Amnet were called upon, by a leading branding agency Starling Murmur to implement their first stage of an industry disrupting strategy for a leading DFM platform. Using Amnet’s extensive web and application development team, an exciting new hand coded, responsive microsite was designed, built and tested to showcase the unique USP that makes Tatton Investments the disruptive DFM platform it is today.

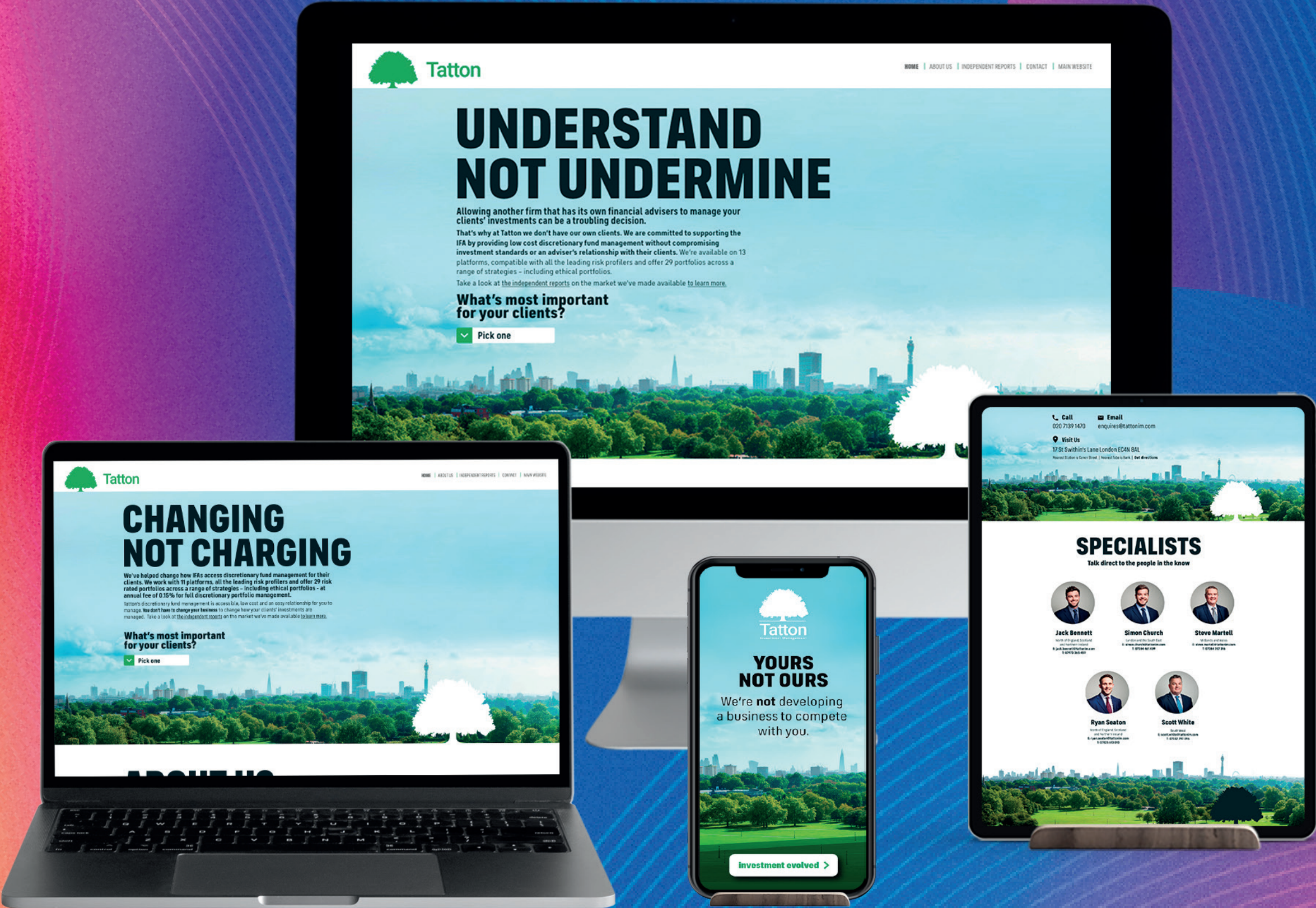
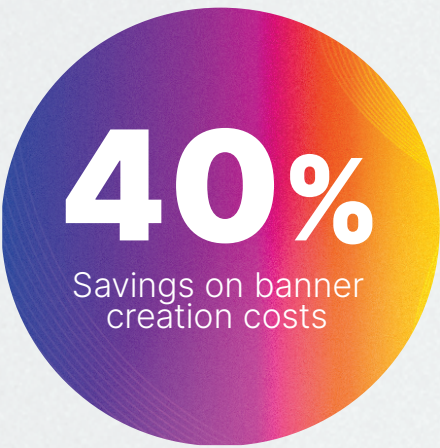
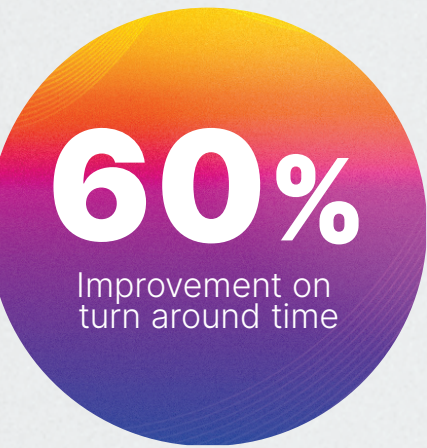
The microsite was the endpoint of a customer journey that started with a highly targeted HTML banner campaign. Amnet’s extensive knowledge of hand coding banners was put to the test with a campaign that combined 5 creatives built to 6 different advert platform specifications, 10 different sizes, supplying a total of 300 different hand coded html banners.

In doing so, we were able to demonstrate a deep level of technical expertise and provide flexible, and scalable resource to ensure the timely delivery of a major digital advertising campaign with often challenging deadlines.

Whilst the creative routes were set, there was a natural level of interpretation and adaptation to turn an impressive creative vision into reality, whilst adhering to strict advertising specifications and FSA guidelines.

**SERVICES SUPPLIED**

- Bespoke HTML 5 responsive web development
- Handcoded HTML 5 Banner
- Design adaptation



“It’s like working with a in-house team rather than an offshore provider.”

Martin McCully | Starling Murmur