



OVERLAND AGENCY

"WE PICKED THE OVERLAND AGENCY AFTER SENDING RFPs TO SEVERAL LEADING NORTHWEST AGENCIES. OVERLAND CLEARLY UNDERSTOOD THE BRAND AND MARKETING STRATEGIES NEEDED, AND PRESENTED US AN OUTSTANDING PROPOSAL. OVERLAND WAS CHOSEN TO COMPLETE THE COMPLEX WEB-DEVELOPMENT PROJECT BASED ON ITS EXTENSIVE BRAND DEVELOPMENT EXPERIENCE, IN-DEPTH KNOWLEDGE OF INTERNET MARKETING, AND TRACK RECORD OF AESTHETICALLY SOPHISTICATED EXECUTION."
-WALTER MOBERG, PRESIDENT, MOBERG FIREPLACES

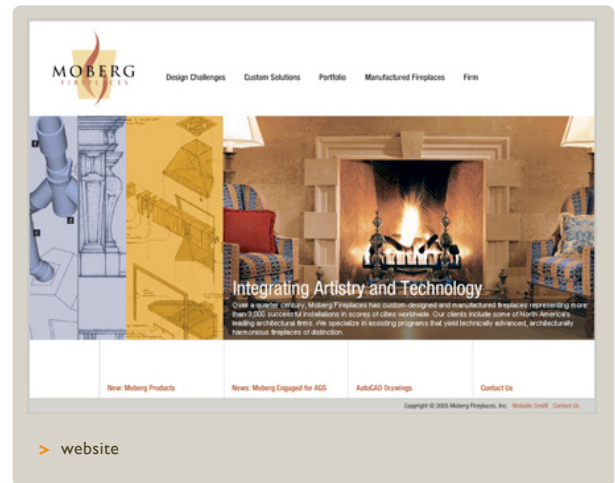
Moberg Fireplaces Website

CLIENT: Moberg Fireplaces is the leading fireplace design firm globally—admired, asked for by name, and commissioned by the world's richest, most influential people, as well as by the owners of the finest hotels.

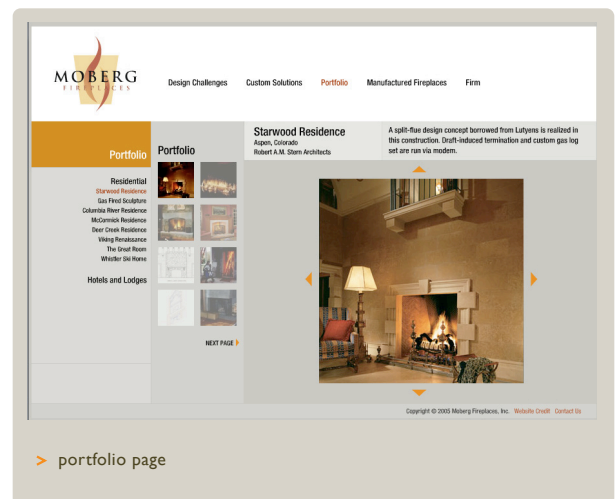
CHALLENGE: Moberg Fireplaces needed a new website that illustrated a level of technical excellence, elegance, and aesthetic beauty. The heart of the Moberg brand is their industry-leading knowledge and expertise, professional and personal service, and deep portfolio of quality custom work. Moberg wanted their web presence to project these qualities beautifully and effortlessly, speaking authoritatively and enticingly to their target audiences: architects, engineers, and high-end custom home builders.

SOLUTION: The Overland Agency built a website with a modern, professional look and user interface that intelligently serves high-end architects. The new site preserved and extended online the breadth of Moberg's offerings and some of the warmth, magic, and mystery of their chief product: fire. Serving the emotional elements of the hearth was a critical aspect of speaking to "non-technical" high-end homeowners and builders. Since the site is highly visual, we used Flash for better image handling and control, and added subtle animation for an aesthetic viewing experience while browsing Moberg's deep portfolio of fireplaces and the unique drawings used to build them. We also gave Moberg's marketing team the ability to edit and control the Flash content with a custom-built Flash content management system.

RESULT: The website has received overwhelming praise, even earning an international WebAward for Standard of Excellence for Architecture. It has set a new standard for architectural websites, and the client feels the results speak for themselves:
www.mobergfireplaces.com.



> website



> portfolio page



This project won:

2006 WebAwards