



Top: The home page of the new Liftec website
Above: Case Studies
Right: Location photography

Client: Liftec
Sector: Lifts

austin
 marketing



Liftec are privately owned lift installation, refurbishment and Maintenance Company employing over 130 people operating predominantly across the south of England. Austin Marketing was commissioned to refresh the company's visual identity and develop a new web presence.

Services provided:

Marketing Strategy
 Graphic Design
 Web Design
 Web Development
 Copy writing
 Videography & video post production
 Photography
 Print production

Project included:

Redesign and modernise the company branding
 Produce an entirely bespoke content managed website
 Advise on web content and produce copy
 Redesign and modernise the company branding
 Originate a brand name for a new company service
 Produce two video presentations.
 Write, undertake photography and produce a range of case studies