

Bradburys



Bradburys has been sourcing and supplying customers with specialty cheeses from the best cheese makers in the UK and Europe for more than 130 years. FIG worked on the rebrand of the business in 2011 but four years later the company's continued success meant its website needed updating to reflect the full extent of products and services Bradburys offers its customers.



The Solution

"We were keen to work with the team with FIG again because they already knew our business and they immediately understood what we wanted to achieve with the refresh. We trusted completely in their creative and digital expertise and knew they would just 'get on with it' only referring back to us when they needed to." Chris Chisnall, Marketing Director

Our graphic and digital teams worked together to deliver everything Bradburys needed from creative concepts to photography, written content to re-designing the site's navigation. The end result is a website that is more informative, more targeted, easier to navigate and lighter and brighter in design with less of the page dedicated to product photography to allow for more detailed product and service information.

That Bradburys offers a 'complete cheese solution' including cutting, wrapping, packaging, labelling and delivery wasn't clear on the old site. The refreshed site brings this information to the fore with a dedicated How We Work section, engaging infographic and video.

We delivered sector-based navigation for the site in accordance with Bradburys's four main customer groups, Retail, Wholesale, Food Service and Export, adding a new section for awards and designing and writing a News & Events page. We also ensured the site has more direct and obvious cues to encourage customers and potential customers to get in touch.

DIGITAL

The Benefits

The new website engages more effectively with its different audiences and the navigation ensures customers are guided quickly and easily to content that is relevant to them.

The site now faithfully reflects how far Bradburys has come and the complete range of products it offers, positioning it firmly as a leading UK cheese supplier with international reach.

Bradburys is delighted with the refreshed and re-invigorated site and has had lots of positive feedback from its customers.



"We are delighted with the team at FIG and we now have a digital presence that we can be proud of and that our customers feel is more relevant to them. It has provided us with a fantastic platform for the next stage of our growth."

Chris Chisnall, Marketing Director

