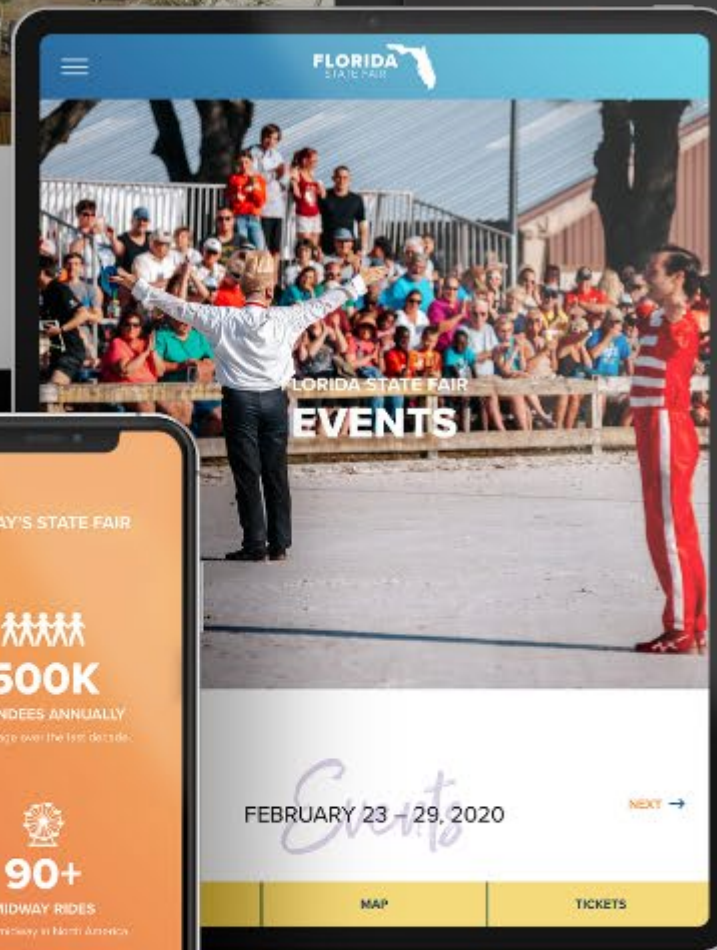
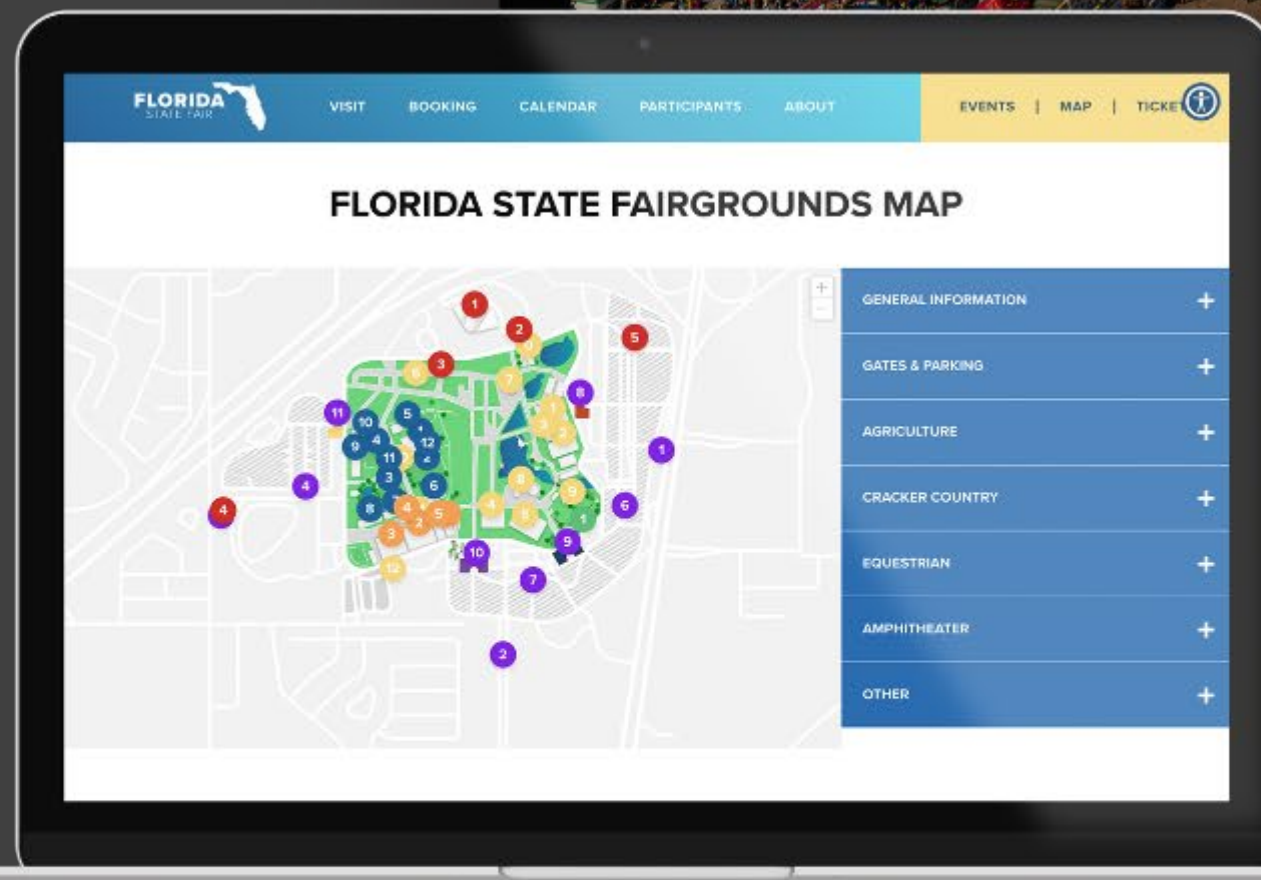
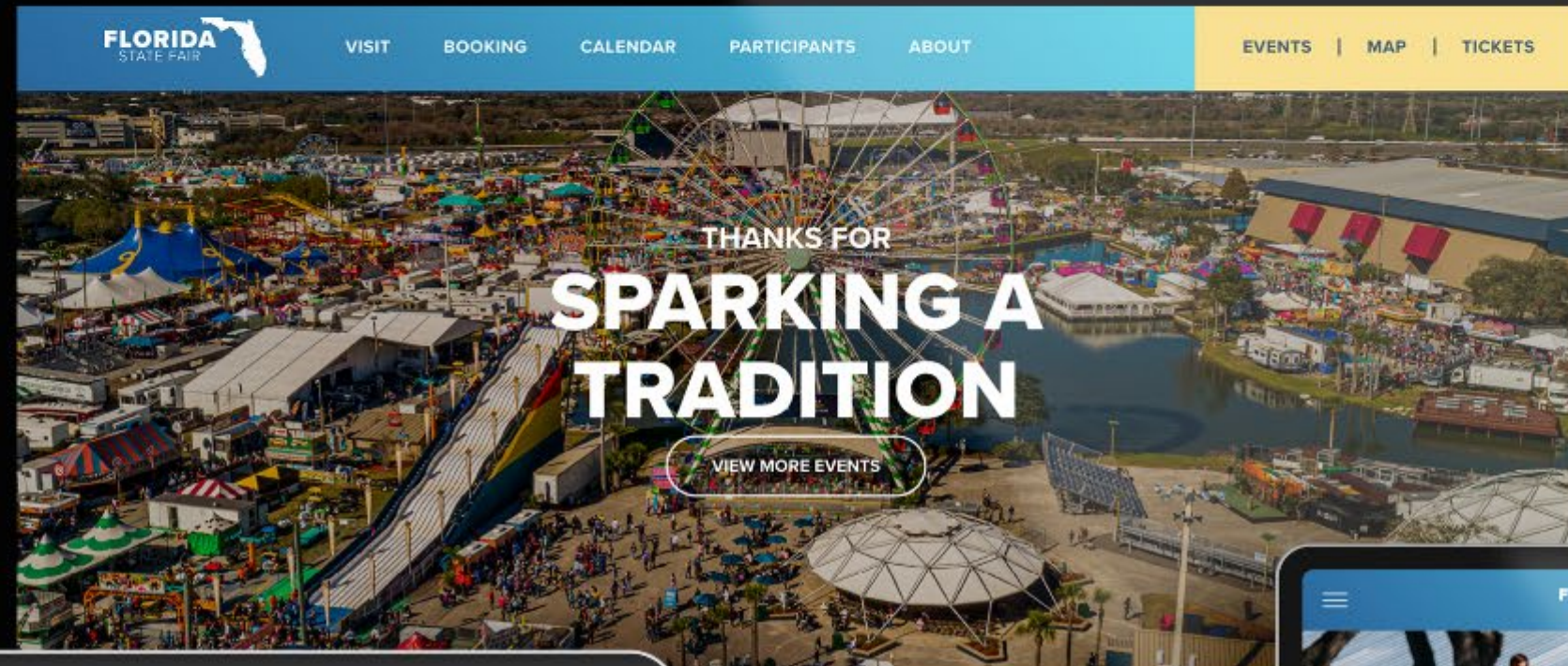




2020 Winners | Case Studies

FLORIDA STATE FAIR

2020
AMERICAN
ADVERTISING
AWARDS
WINNER



THE CHALLENGE

Florida State Fair is a high-profile community event, attracting nearly 500,000 participants in 2019. The Fairgrounds' site highlights various venues, facilities and continues to sell tickets to their many events and is considered their primary marketing resource. The Florida State Fair Authority needed the site to be redesigned with a more strategic approach in order to deliver personalized information to the community.

OUR SOLUTION

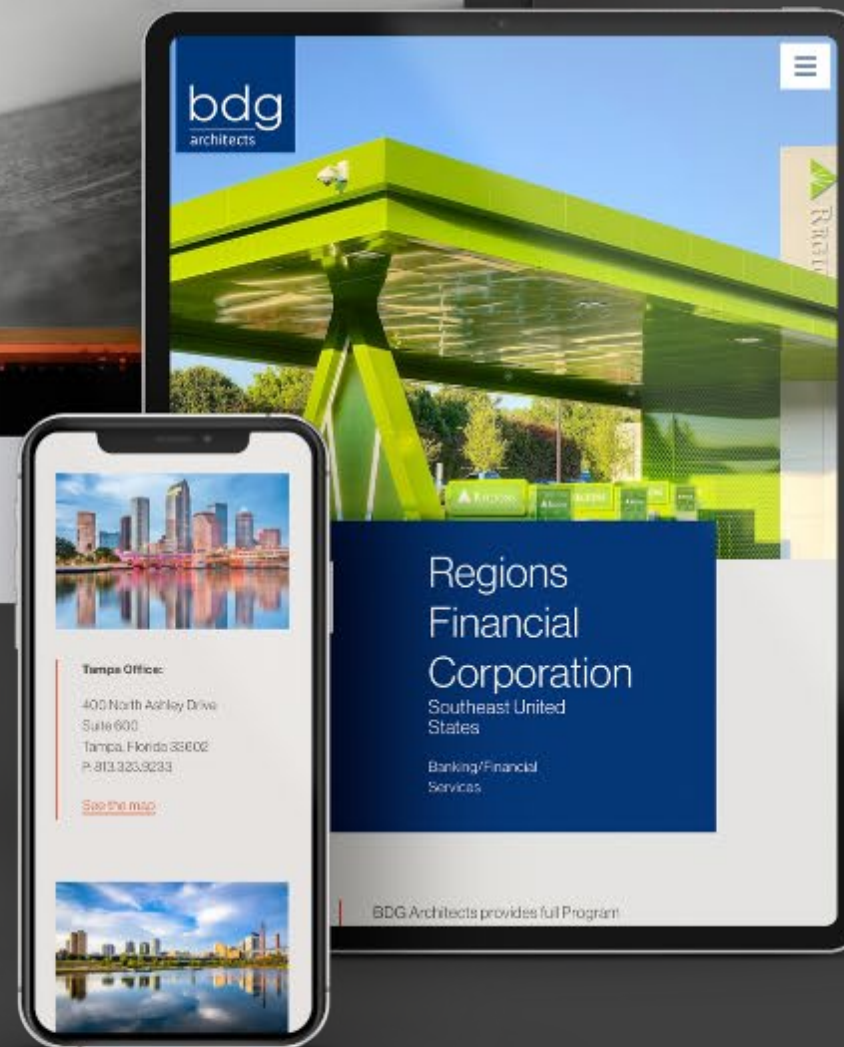
Florida State Fair Authority partnered with Sparxoo to redesign and modernize their site. While leveraging existing capabilities and incorporating new tools, Sparxoo was able to reorganize and prioritize their content. Site improvements include a robust content management system, SEO considerations, lead generation / conversion, social media integration, email / SMS sign-ups & updates, video(s), interactive map and ticketing software. The user-friendly navigation allows for easy access to targeted content no matter the user's journey or device.

RESULTS

Upon launch, the site immediately saw improved traffic flow and the user experience. Using vibrant imagery and colors, the site became a direct extension of the Florida State Fair and Fairgrounds experience. New features including the interactive maps, now create a seamless experience between the online and in-person fairground interactions.

BDG ARCHITECTS

2020
AMERICAN
ADVERTISING
AWARDS
WINNER



THE CHALLENGE

BDG Architects were looking to create a more modern & up to date website experience for their clients, showcasing their projects first.

OUR SOLUTION

The Sparxoo team took a strategic approach to the project by giving the firm's clients an opportunity to interact with components that highlight BDG's creativity & design ingenuity. Personas, user journeys, content and more were created to ensure the best user experience and strengthen their engagement.

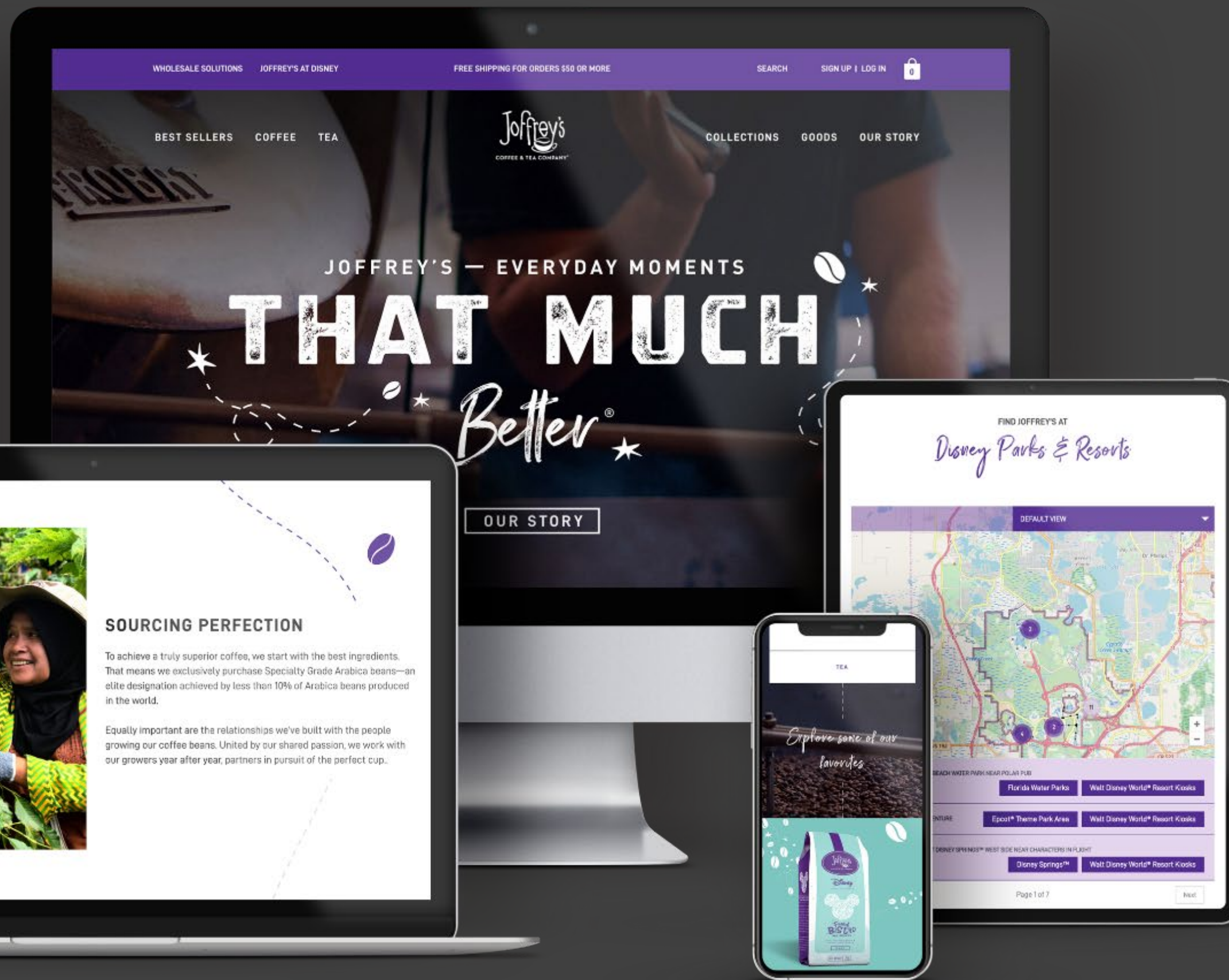
Our strategy revolved around BDG's thought leadership and attention to detail within their industry and client's projects. Portfolio pieces were brought to the forefront and highlighted as hero imagery throughout the user's journey on site.

RESULTS

We launched a clean, simplistic design with a few 'surprise & delight' experiences along the way. From the homepage and throughout the site we designed the motion and animation to create a strong brand experience, showcasing the firm's diverse projects beautifully.

JOFFREY'S COFFEE & TEA

2020
AMERICAN
ADVERTISING
AWARDS
WINNER



THE CHALLENGE

Joffrey's Coffee and Tea Company needed a new website that was a user-friendly, fully functional e-commerce powerhouse. The site needed to extend across all their audiences – consumers, retail businesses, partners and distributors.

OUR SOLUTION

Joffrey's partnered with Sparxoo to create a new ecommerce experience that optimizes user data to make more informed marketing decisions. Sparxoo designed the ability to create and measure product campaigns easily while integrating with finance workflows to ensure user information is disseminated across systems. Sparxoo also developed a detailed framework for infusing exceptional storytelling throughout the site.

RESULTS

The Sparxoo team successfully launched the new site including new product innovations such as subscription services and flash sale capabilities in order to grow business for future success. The stunning graphics, handcrafted content and threads of whimsy throughout the site add depth to an already fascinating brand.

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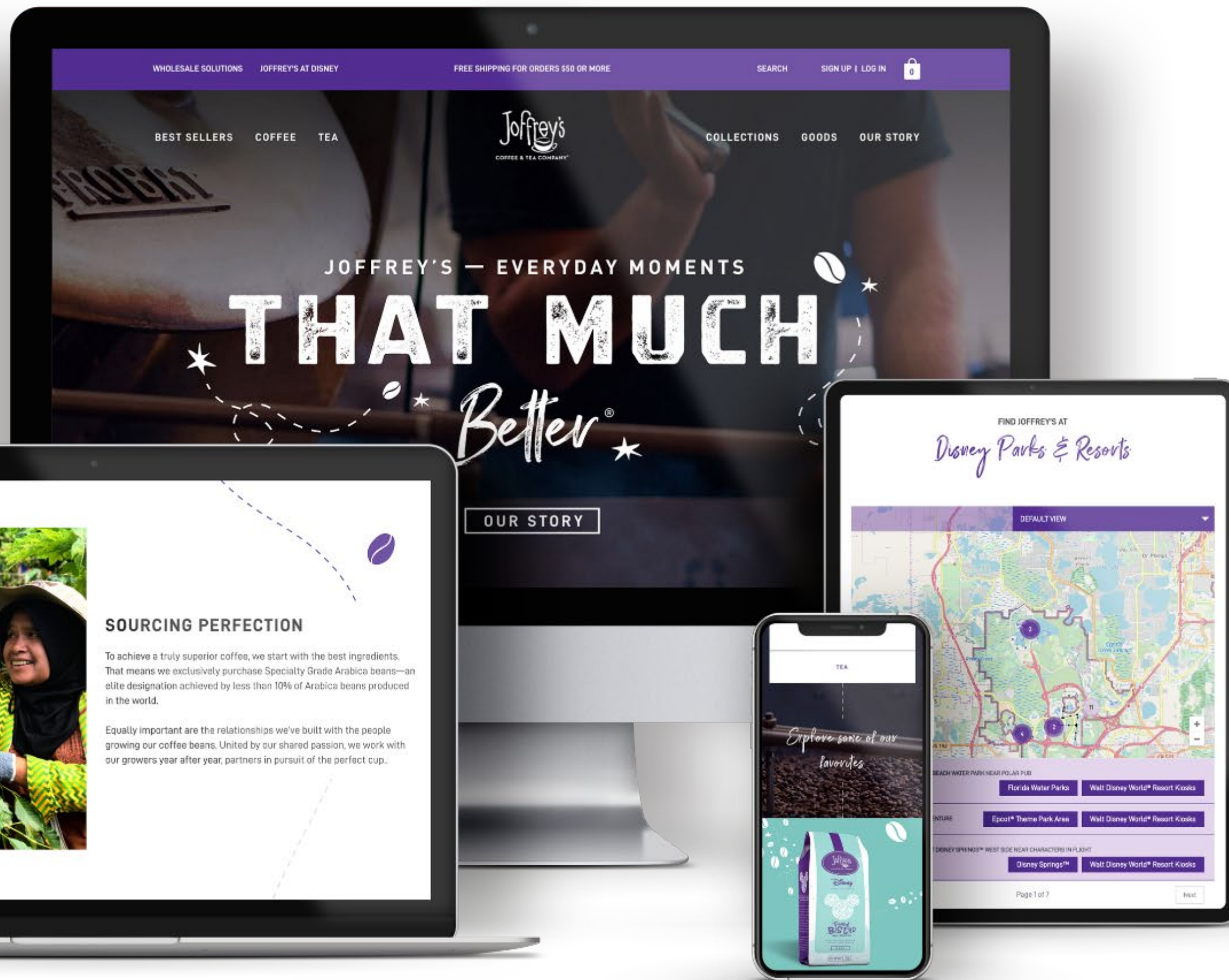
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