



TribeAgency builds a contemporary web presence to help leading real-estate developer showcase its high profile building projects



Market Outlook

Establishing an online presence that services the needs of the audience and conveys the essence of the brand is an essential part of a company's communication strategy. A corporate site must effectively guide users to the information they are seeking in a logical manner. Simplified navigation schemes also provide companies with the flexibility of adding new content as their audience needs change and grow over time.

Opportunity

The Fifield Companies is a Chicago based real-estate developer primarily focused on urban high-rise, office and residential construction projects. Since 1977 the firm has built or renovated 48 structures, comprising over 10 million square feet of buildings worth more than \$2.5 billion.

After careful consideration, Fifield selected TribeAgency to develop a new corporate Website. As an online communication tool, the site needed to clearly communicate the company's depth and breadth of experience, as well as position the firm as a leader in the high profile, competitive real estate development market.

Solution

TribeAgency designed the new Fifield Website with functionality in mind. For starters, the sites' architectural scheme was improved to bring all site visitors to the information they are seeking within two clicks of the mouse.

Unnecessary layers of navigation were eliminated in order to streamline the web experience. This also provided a simplified framework for expanding content on the site for the future. The result is a modular Website that is simple, contemporary and efficient.

An important characteristic of any real-estate developer is the company's portfolio of projects. TribeAgency worked with Fifield to ensure that the Website's portfolio section granted equal weight to the companies' 40+ projects, including project names, locations, square footage, photos and brief descriptions of Fifield Companies' role in each project. Several project descriptions also include building floor plans that can be downloaded by real estate leasing agents as well as prospective building tenants.



FIFIELD.CASE STUDY

STRATEGY CREATIVITY TECHNOLOGY

WEB INTERACTIVE PRINT MOTION IMMERSIVE

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The press box section of the site allows the company to highlight media announcements and the resulting press coverage surrounding its projects. The media were defined as an important Website visitor; therefore, a variety of downloadable documents are contained within this section as Website links or document downloads.

To facilitate the capture of vital contact information, TribeAgency created an email form for the site's contact section. Key information fields are captured and emailed to select Fifield representatives. The inbound Website emails help to establish consistency in the information collected.

TribeAgency then added visual enhancements to the site by incorporating a brief Flash movie on the site's homepage that dynamically assembles an image of a Fifield building. This homepage movie reinforces the company's primary business of developing noteworthy buildings. In keeping with this theme, TribeAgency incorporated additional visuals of various Fifield buildings throughout the other major sections of the site. These visuals rotate between Fifield projects, and link back to the appropriate information within the portfolio section of the site.

Results

The new Fifield Website has accomplished its goal of becoming easier to use, more informative and contemporary in its look and feel. As with any great construction project, the Fifield Website redesign will certainly make its way into TribeAgency's own portfolio of completed work.

