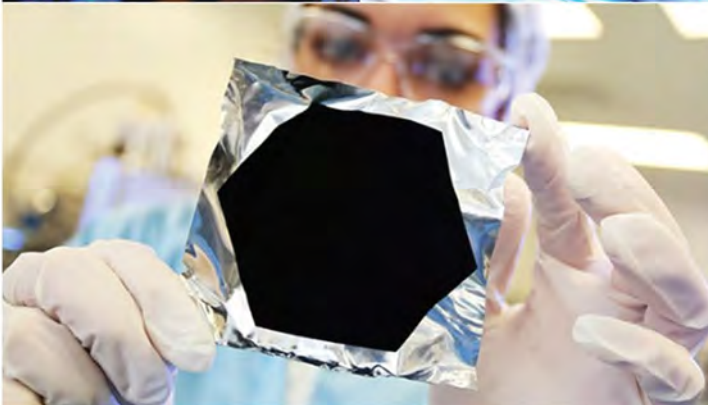


SURREY NANOSYSTEMS & VANTABLACK

CHALLENGE

With the 2014 launch of Vantablack, Surrey Nanosystems went – almost overnight - from working with clever but fairly obscure technologies, to being Rockstar scientists. With such explosive growth and attention, CEO David Wong and CTO Ben Jensen were so involved with the business of inventing, productising and marketing a brand-new material that they simply didn't have time to reinvent the company website. Fast forward to 2015 and although Vantablack is all over the science journals, current affairs programmes and newspapers, it barely had a mention on the SNS website! The company needed a new design which would be in keeping with the innovative nature of the material and a website which was capable of telling the Vantablack story.



BUSINESS IMPACT

The lack of a meaningful, fully-functional website meant that SNS was impacted in a number of significant ways. SNS was unable to manage and protect its brand and clearly demonstrate its status as Vantablack's inventors. This was compounded by the inability to capitalise on the enormous press coverage through its lack of tools to both engage with visitors and also to capture their information.

The scarcity of meaningful content about Vantablack on its website also meant that SNS was unable to provide the mass media with accurate and regular information. Without a platform to engage and inform its audience, SNS was unable to showcase the incredible photography and video footage that demonstrate Vantablack's properties.

SNS was failing to full capitalise on the excitement and opportunity that Vantablack provided.

THE SOLUTION

Freshleaf created a new website design that captures the mix of innovative technology and high-end consumer requirements.

The design and functionality of the website enables SNS to capitalise on the remarkable foothold Vantablack has already gained in the public's imagination, whilst providing the ability for engagement and data collection. The new, custom-designed CMS provides SNS with the flexibility to easily manage both the volume of information and the Vantablack story in a truly compelling way.

In developing the website, Freshleaf has ensured that it ranks very highly for Vantablack search queries which has been borne out with over 28,000 visitors to the site in the first two weeks of its launch on 2nd March 2016.

SNS is now able to analyse web traffic data, downloads and form submissions, whilst engaging with its audience in a way previously impossible. The directors of Surrey Nanosystems are delighted with the developments, with founder Ben Jensen describing it as "epic".

We chose Freshleaf to design the Vantablack website as we had a complex set of requirements that they had shown a strong chance of meeting. We have to inform highly technical customers at an engineering and scientific level, whilst engaging and maintaining public enthusiasm in the ongoing Vantablack story that has spread around the world. At the same time the site had to appear stylish and be easy to navigate across all platforms. I can honestly say that the results are epic! Delivered on time, on budget, and they met the brief exactly

Ben Jensen - Founder & CTO

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