

Tagline:

Giving accessibility to a hoarding advertising company to have global presence by creating a charismatic digital platform.

Project Details:

Project Name: Myhoardings

Application URL: www.myhoardings.com

Country: Bangalore, India

Domain/Industry: Advertising, Branding

Client Name: MyHoardings

Client Profile:

Having a true entrepreneurial spirit, MyHoardings, an advertising & branding company started its dream journey in 2009. It provides the industry best advertising and branding services to brands. MyHoardings categories its services as Outdoor advertising, airport branding, office space advertising, transit advertising, mall branding, non-traditional, digital and media advertising.

The Problem:

As an aspiring advertising & branding company, MyHoardings searched out for an unbounded exposure to spread its business hands. The brand needed a crisp, best digital experience that it stands for, to present to its target customers across the country.

Goal:

To build an exhaustive website with a rich user interface and features that explains all the services of MyHoardings in a detailed manner with images by category. Also conveying the importance of each advertising and branding strategy with detailed marketing steps that give a clear idea to users about all the promotional strategies. It allows users to gain knowledge about each advertising and branding strategy that helps them to decide the suitable marketing strategy for their business.

Our Approach & Solution:

Being a branding & marketing team, Nextwebi got the roots of MyHoardings' core offerings and values it wants to provide to its customers. With the immersed collaboration with MyHoardings

team, Nextwebi examined the possible implementations of MyHoardings.com with the right choice of technology and resources.

Fundamentals of the website:

For MyHoardings Team

- Detailed approach with navigation on the core services and various options.
- Manage online enquiries and orders.
- Manage the brand updates.
- Manage Business collaborations.

For Customers

- View the various advertising & branding services with images, reach details and approach information.
- Choose a branding/advertising service according to the goal, reach, target audience and location.
- Information and approach for business collaboration.
- Options for listing their company on MyHoardings.

Result:

Having the right platform with ample offerings, MyHoardings started to have a massive approach and reach among the various range of brands in advertising & branding industry. The web application gives MyHoardings to door to collaborate with brands in all the possible ways that help MyHoardings to have a wide reach in the market. With its social media and online presence, MyHoardings reaches and engages its customers across the globe.