

Vantage Film

New website presentation vantagefilm.com

A complete reworking into a fully responsive website with a modern design led to an increase in the number of visits by 157% and the number of users by 133% in the first year after the launch. The number of mobile visits has increased by more than 350 %.

Customer:

Vantage Film GmbH

Period of mutual cooperation:

since the year 2002

Realization:

FG Forrest, a.s.

Project:

A new web presentation with an emphasis on a high quality graphic content display

Completion date:

November 2014

About client

Vantage Film designs and produces ultra-precise lenses and digital tools that help improve the art of film shooting. Lenses and objectives by Vantage, Hawk Anamorphic and PSU are used by large Hollywood and international productions. Vantage Film has won a whole range of prestigious awards.

An original solution and motivation for changes

Our collaboration with our client has been ongoing since 2002, when we launched a website in Flash technology, which was unusual for that time. During the first 5 years, the website recorded many positive reactions and comments. Over time, the website stopped fulfilling users' requirements and expectations, and simply became obsolete. Even its maintenance became more and more complicated.

In the year 2014, the website underwent a complete transformation. The simple black-and-white graphic design is based on the design of the product catalogue. The solution facilitates a high quality display on the latest devices.

Objectives

- A new, fully responsive company website www.vantagefilm.com.
- A modern design, with an emphasis on a high resolution display.
- Fast and easy access to products, and provision of full-service film-making equipment rental.
- Key information in the form of news on a projector on the homepage.
- Option of easily managing all downloadable documents.
- Presentation of reference films and video samples, commercials, and music clips recorded using Vantage technology.

Solution

- At the beginning of the project, an analysis took place of the status of the original Vantage Film website, the Hawk Anamorphic microsite and competitors' websites. After that, a brand new website concept and structure was designed.
- We linked the company website with a microsite presenting the Hawk Anamorphic product line, so that all the information is available in one place.

- We created a modern design based on the graphic style of the company catalogue – the black-and-white concept was preserved.
- The website facilitates a high resolution display, and is accessible from the latest mobile devices.
- The Edee CMS editorial system is employed on the website, allowing full content management.

Next projects

In 2016, we added the Credits section that focuses on presentation of reference projects and plays reference samples in a video player directly on the website with the option to filter by type and brand of the lens used for shooting.

We also launched the graphically outstanding 'Underwater' section underwater.vantagefilm.com

- containing a list of available camera technology for shooting underwater
- with the moving background of sea life
- divided by the sea depth

All of the above is highly responsive and easily managed in the Edee CMS editing system developed by FG Forrest.

Benefits



157%

increase in the number of visitors



362%

increase in visits from mobile devices



133%

increase in the number of users



50%

longer time spent on the website



87%

more sites viewed during a single visit



156%

increase in the number of visits
from Google searches



What does the client say about us?

“Twelve years ago FG developed our initial web site. It was well received, so when we needed to re-design our site, we decided to go with them once again. As the new project moved forward, FG was with us every step of the way.

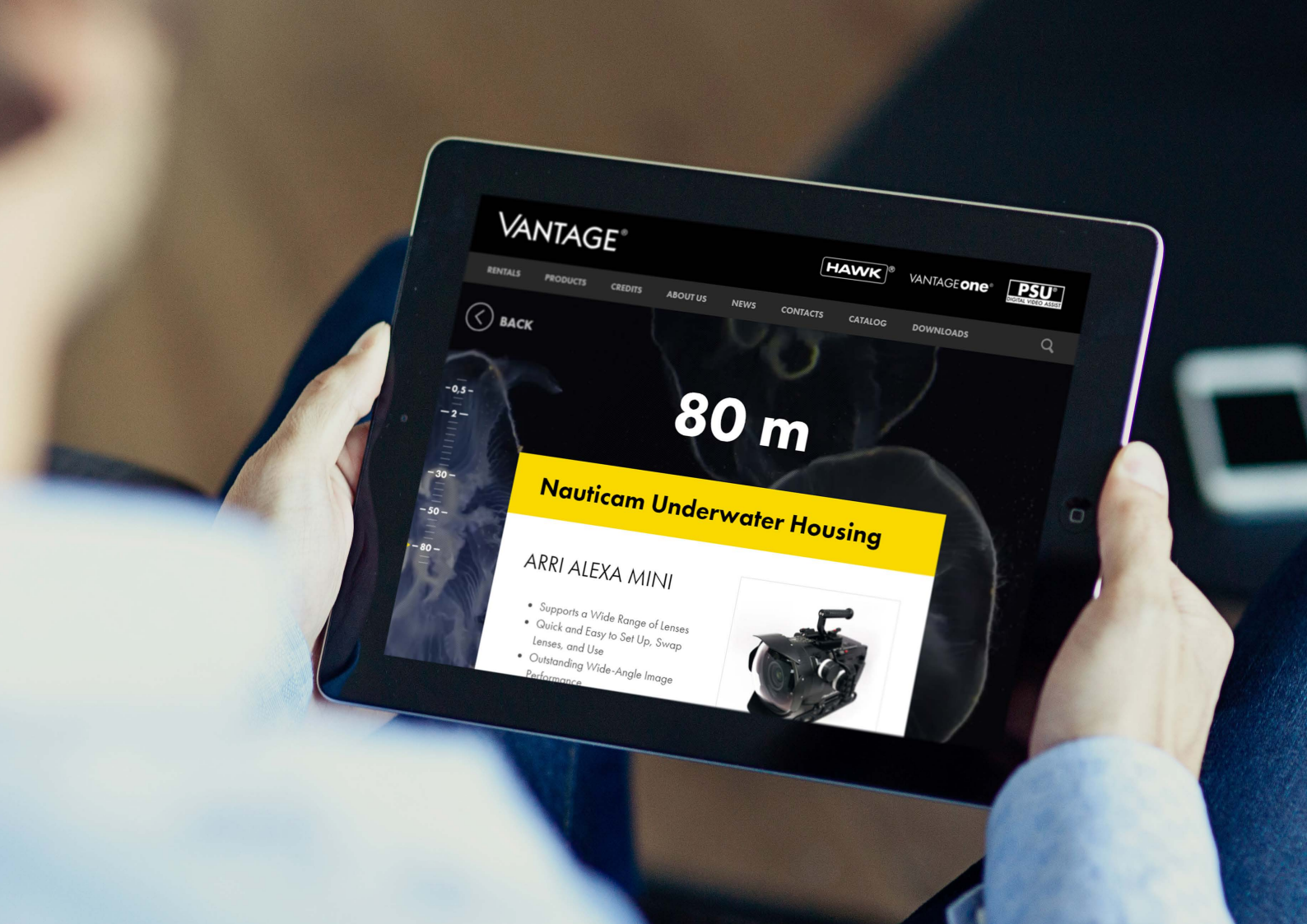
They helped us move toward a responsive design that would meet the needs of our customers while maintaining our original design concept.

We were demanding and specific about what we wanted, and they worked diligently to meet the completion deadline. They were extremely helpful at all stages of the project from development of the idea, to testing, to launch, and finally to maintenance. We are pleased with our new web site and happy with our decision to stick with FG.”

James S. Bouchie

Director, Marketing & Key Accounts

Vantage Film, GmbH



About FG Forrest

FG Forrest is a web agency established in the Czech Republic in 1996.

We specialize in technically sophisticated web solutions and produce comprehensive websites, e-shops and intranets. The solutions, though based on precise computer know-how, have a human side. We combine technology with creative and meaningful content. Tailor-made products, professional approach, guaranteed support and monetisation of digital solutions are the reasons why FG Forrest has for a long time worked with CEZ GROUP, Komerční banka, Prague International Marathon, AC Sparta Praha or Fraus Publishing to name a few examples.

Contact:

Bc. Korcová Andrea, *Client Service Manager*
korcova@fg.cz

Company Main Office
FG Forrest, a.s.
Pernerova 635/57
186 00 Prague 8
Tel.: +420 222 242 204
e-mail: fg@fg.cz

Branch Hradec Králové
Ulrichovo nám. 737
500 02 Hradec Králové

Branch Náchod
Karlovo nám. 179
547 01 Náchod

www.fg.cz

