

Jam

Rebrand & Web Design Project

The Brief

Merge Jam Creative & Jam PR into one integrated agency; Jam.

Communicate the merger and Jam's bubbly personality while demonstrating the agency's pedigree in award-winning design and PR campaigns.

Sell Jam's expertise in all things digital and make it easy for potential new clients to get in touch and find out more.

The Approach

Using a combination of competitor analysis, keyword research and internal brainstorming I created a bank of keywords and phrases that reflected Jam's brand aspirations and goals.

Using this bank of language I worked closely alongside the design team to build a verbal journey through the new Jam website, leading from 'who' to 'what' and finally to 'how to get in touch'.

Stunning brands, strategic
communications, integrated
services. That's our Jam.

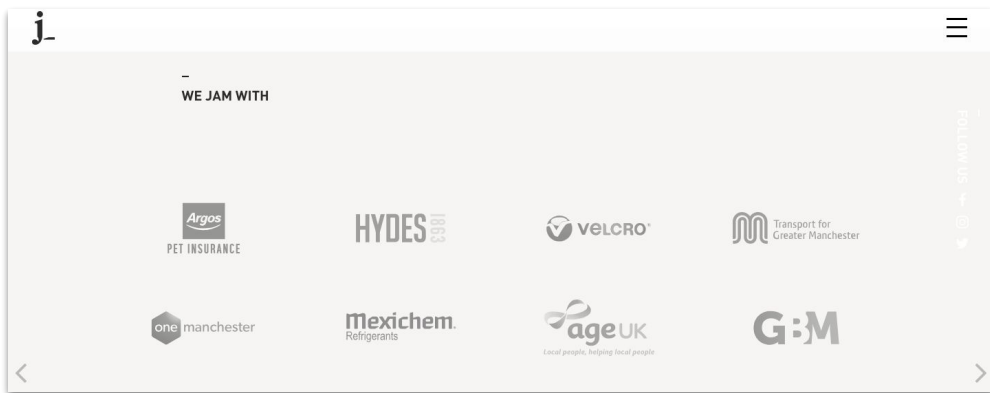
[View our work >](#)

We deliver the strategy, creativity and communications to help brands connect with their audiences and achieve their business objectives. Just add Jam.

About us >



▶ [Watch the Sync store launch night video](#)



A bright pink banner. At the top left, there are two white icons: a diamond and a circle. Below them is the text 'What can we do for you?' in white. Underneath is the text 'Find out how we can help with your next project or campaign.' At the bottom left, there is a white button with the text 'Contact Jam' and a right-pointing arrow.

A black banner. At the top center is a pink icon of a pair of glasses. Below it is the text 'Like what you see?' in white. Underneath is the text 'Jam with us and see how we can help you out. All we need is a few details about your project.' At the bottom center is a pink link that says 'get in touch'.

A dark grey menu screen. At the top right is a white 'X' icon. The screen lists four navigation options in white text: 'Home', 'About Us', 'Our Work', and 'The Jam Jar'. At the bottom, there is contact information in white text: 'HELLO@WEAREJAM.AGENCY', '0161 850 0565', and '72 TIB ST, MCR, M4 1LG'. At the very bottom is a pink button with the text 'SUBSCRIBE TO JAM TIMES' and a right-pointing arrow.