



Digital Media: Moto

Moto Hospitality Ltd operates 43 Motorway Service Areas (MSA's) across the UK, providing a place where travellers can rest and recharge.

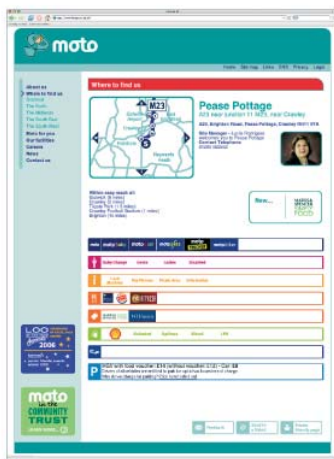
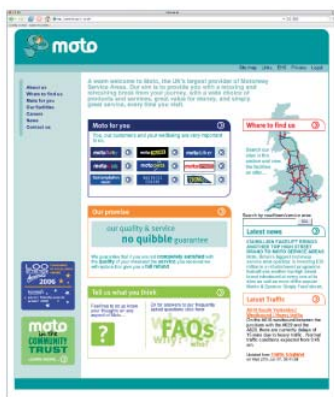
Challenge:

Compass Group plc commissioned us as part of their comprehensive rebranding programme to design and build a complementary website to provide customers with information about their MSA's. It would also be a main marketing channel for regular communication and promotion of the newly created brand identity.

Solution:

We created a site that reflected the new brand and its values using Forepoint's Content Management System. This enables Moto to refresh the site direct on a regular basis with information on locations and site facilities, competitions and special offer details to encourage further exploration of the site. Pre-launch marketing activity, a customer feedback facility and ongoing support and maintenance has sustained the popularity of the site, which receives over 30,000 visitors per month.

Our work:



Client benefits:

- A website that is fully content managed allowing self maintenance by Moto and supports tactical marketing activity
- A website that provides an accessible central database of all 43 MSA's and facilities in the UK
- Effective online brand reach that attracts more than 30,000 visitors per month with the facility to receive and respond to customer feedback

Contact us:

For more information about our digital media work and other areas of communication expertise, don't hesitate to get in touch:

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