



## Client Case Study: The Wild East Group

### About Our Client:

Brand management and licensing are complex waters for most companies and celebrities to navigate on their own. Luckily, this is where The Wild East Group comes in. The Wild East Group is a boutique business development and brand licensing agency focused on the Indian market, and they are experts in extending brands and creating the kind of strategic partnerships that lead to lasting awareness.

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### The Challenge:

The Wild East Group wanted to launch a brand-new WordPress site that effectively reflected its unique design vision to potential clients and partners. The company wanted to make sure that the site matched the creative and forward-thinking values of the firm and that it looked beautiful on a variety of platforms for today's mobile world. With these goals in mind, The Wild East Group came to Creatuity for a high-quality, creative solution.

### The Solution:

Creatuity began this project by consulting with The Wild East Group on their specific vision for their upcoming site. From there, the development team built a WordPress 3 site from scratch that showcased The Wild East Group's extensive portfolio and diverse client base through an interactive homepage. One of the most complex parts of the project was making sure that this unique homepage was able to be viewed across multiple platforms, including mobile devices. To accomplish this, Creatuity's development team implemented a groundbreaking strategy that included writing all the code for the animations and effects in Javascript and CSS, instead of turning to the non-iPhone-compliant Flash that many developers were using for animation at the time. While this solution required a substantial increase in effort from the team than a Flash solution, it enabled the firm's interactive homepage to be viewable on a variety of platforms, from desktops to tablets and mobile phones. Following the launch of The Wild East Group's new site, Creatuity continued to provide maintenance support in order to make sure the design-centric firm continued to be represented by a high-quality site.

### The Results:

- Brand-new WordPress 3 website to build brand awareness
  - Interactive homepage with seamless animations and transitions
  - Compatible with mobile formats, such as iPhone, Android, and tablets
  - Continuous support and upgrades allow the site to keep up with growing traffic
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### Client Profile

**Founded:** 2009

**Location:**  
Los Angeles, CA and  
Mumbai, India

**Size:**  
11-50 employees

**Industry:**  
Management  
Consulting

**Services:** WordPress  
design and  
development,  
WordPress support,  
mobile integration