



## Continental Drifts

Continental Drifts create amazing festivals, events and showcase fantastic musicians and entertainers from around the world. They work with big brands like the BBC, British Airways and Fiat and work with great festivals like Lollibop, Bestival, Glastonbury and Lovebox.

We work with Continental Drifts on various design and digital work for their events and we created their website to showcase all their work and talented group of entertainers they represent.

Visit [www.continentaldrifts.co.uk](http://www.continentaldrifts.co.uk) to see more.

“We have been working with The House for over two years now and everything they produce for us exceeds our expectations. The design work is stunning and the feedback from our audience is always positive. We would not hesitate to recommend The House to any company looking for innovative design work and friendly service.”

*Mandy Janes, Co-Founder of Continental Drifts*

## What was the problem?

For the website, Continental Drifts needed a digital presence to match their skills and expertise in the real world. They create fantastically imaginative and exciting festival and event experiences, so they wanted to show case all their great work to the world. In addition to this they have an agency part of the business which represents jugglers, singers, bands, clowns, comedians and more. They mix music, with festivals, with events and talented entertainers and needed one online space to showcase all.

## And how did we solve it?

Continental Drifts do so much, so we started by helping them decide how to separate their core services to make the user experience easy to understand and more useful. Three key sections were chosen; Events, Performance and Music. These three sections were each displayed on the homepage to allow users quick access to what they need via eye catching photography. Once into a section, the background colour changes to either red, green or blue to help distinguish each part of the site. The user always has the top level menu navigation to just to other parts of the site too. A series of case studies, events, galleries, and talent listings help the user find exactly what they need.

## The Results?

We have created an engaging and colourful site to match the vibrance of the company itself. This has resulted in new clients for Continental Drifts and more success.

## Which services did this include?

DIGITAL & INTERACTIVE

STRATEGY & MARKETING

CONTENT ENTERTAINMENT

Like this, let's talk? email [michael@thehourelondon.com](mailto:michael@thehourelondon.com) or call + 44 (0)20 7209 4957