



## William Say

William Say are one of the oldest tin can makers in London. They are a fantastically traditional and quirky company based near Bermondsey. As part of a brand refresh, we created a website that will set them apart from the competition, especially competition from other companies.

Visit the site at [www.wsay.co.uk](http://www.wsay.co.uk)

“ I think the project is fitting nicely with your company’s strapline [Dream, Create, Amaze], and I can tell it’s going to be a site that even Stevie Wonder will be able to enjoy. I appreciate you guys went the extra mile on this one  
 Stuart Wilkinson, Marketing Director at William Say

### What was the problem?

The warehouse and offices, based near Bermondsey, are as if time has stood still. They still use traditional mechanisms in the warehouse, have team members who have been around for decades, and the interior decoration of the office is the same as it was in the 1970s. This quirkiness, this Britishness, is very important to the company as it looks to stand out as a place of integrity, quality and charm. The customer services is just as charming, with tea ceremonies being the order of the day for their client meetings...you don’t have a meeting with William Say, you experience one.

With manufacturing heading more and more to Asia, William Say needed to return to its heritage and stand out for what makes it different - quality of service and expertise. They wanted to show off their internal working and ethos via a new website.

### And how did we solve it?

With this in mind we created a collage illustration to represent the company, manufacturing, Britain and quirkiness! The website is full of movement, animation, fun and hidden gems to excite and intrigue the user. It’s really helped the brand to stand out and they have secured new deals because they are different. The illustrations have also been used at exhibitions and in print collateral to bring consistency to the brand.

### Which services did this include?

- DIGITAL & INTERACTIVE
- STRATEGY & MARKETING
- CONTENT ENTERTAINMENT

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