



# TribeAgency Builds Parksite Group Corporate Website



## Market Outlook

The building and construction material industry has long been one of the most competitive markets to be in. That is why companies that seek high levels of success must stay innovative and constantly update their market image. Of all the many companies attempting to make their mark on the industry, there are always a few that shine through.

The Parksite Group is one of those companies. They concentrate their focus on highly specialized sales and distribution in the building and construction industry. The Parksite Group consists of three distinct divisions, which include Parksite Plunkett-Webster, Parksite Surfaces and Parksite Earth Fabrics.



## Opportunity

The overall goal of the new Parksite Group site execution was to improve accessibility and usability for several key audiences while strengthening the Parksite Group's brand image online. The project specifications demanded a robust and dynamic publishing system with workflow automation and custom content management rules.



## PARKSITE WEBSITE CASE STUDY



STRATEGY CREATIVITY TECHNOLOGY WEB INTERACTIVE PRINT MOTION IMMERSIVE

## Solution

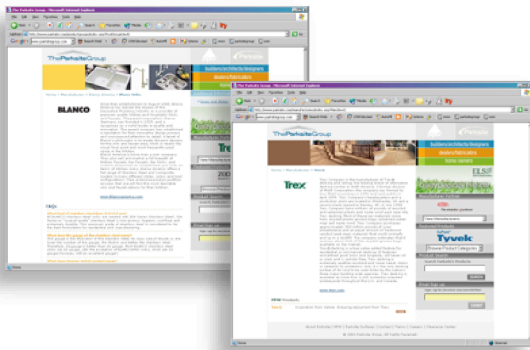
To strengthen the Parksite Group's brand image, TribeAgency utilized its team of unique graphic designers to set a new standard for the Parksite Group's current brand image. While retaining the essence of their corporate logo, TribeAgency re-defined Parksite's online image to better match the high caliber of their products and services. Through the use of a combination between vibrant color and technical prowess TribeAgency's creative team gave birth to an exciting and well architected website layout.

After the creative process was decided upon, TribeAgency set to the task of developing this sophisticated website in the most efficient yet powerful manner possible. The site brings together a massive amount of content and information and is 100 percent database-driven, fully powered by TribeAgency's proprietary content management system (CMS) software suite, Webineer.

Webineer, TribeAgency's CMS Software Suite, automates administrative tasks such as managing content and calendaring for event and news postings. With the implementation of the Webineer Software Suite, Parksite Group's staff can update, change and add content immediately without technical assistance.

TribeAgency also developed custom content management solution software to display details, requirements and product availability for all of Parksite Group product offerings. The new Parksite Group Website now includes streamlined and real-time posting processes for items such as product reference material, builder instructions and Material Safety Data sheets.

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## Results

The launch of the new site provided the TribeAgency team with the welcome opportunity to apply their strategy, creativity and technology acumen to elevate Parksite Group's unique product and service offerings online. The primary goal was to assure the end solution was a persuasive and useful effort that informed and more importantly motivated members of the development and building community to utilize the Parksite Group as a resource. The end result is a dynamic, constantly up-to-date site that is user-centric and fully scalable to fit The Parksite Group's growth and future expansion plans.



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