

## Promotional FX

### Overview

Promotional FX is a promotional products business offering promotional items and corporate gifts. They need to lift their online profile.

### Problem

Bloocow were engaged to re-build the website for Promotional FX as the current site wasn't reflecting the professional profile of the business at all. Our brief was to build a functional website that was bright, had clean lines and was engaging.

### Solution

Bloocow created a more engaging professional looking website, which has positioned the company online as an authority and expert. A presence that is a reflection of the professionalism they display in the offline space.

### Result

Promotional FX have been invited to advertise their website in the Australian Bridal Magazine, who commented that it was one of the best websites they had seen. This Magazine is very particular about who they align with, based on the quality of the online presence displayed by companies wishing to advertise with them.



### Before



### After

