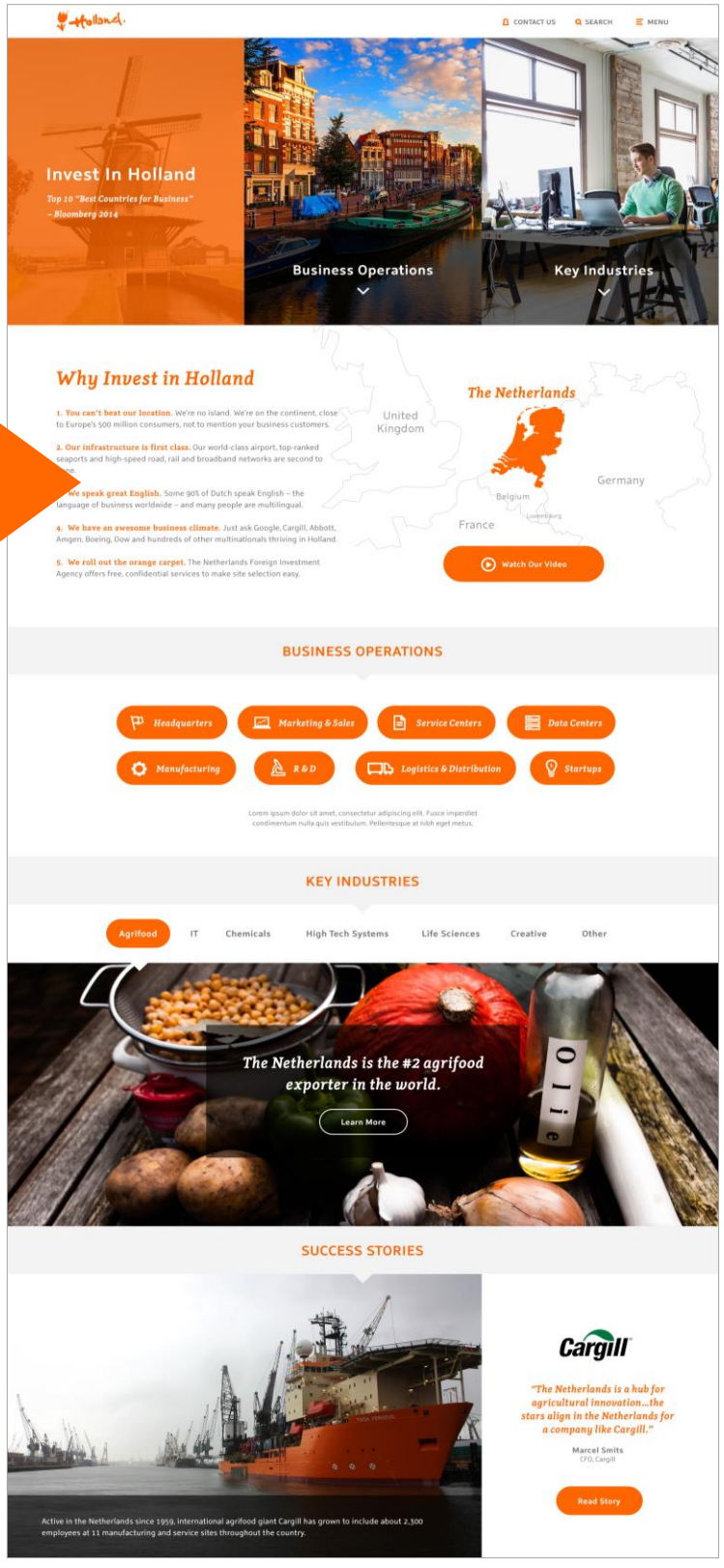
A Dramatic Transformation

www.NFIA.com → www.InvestinHolland.com

Before

After

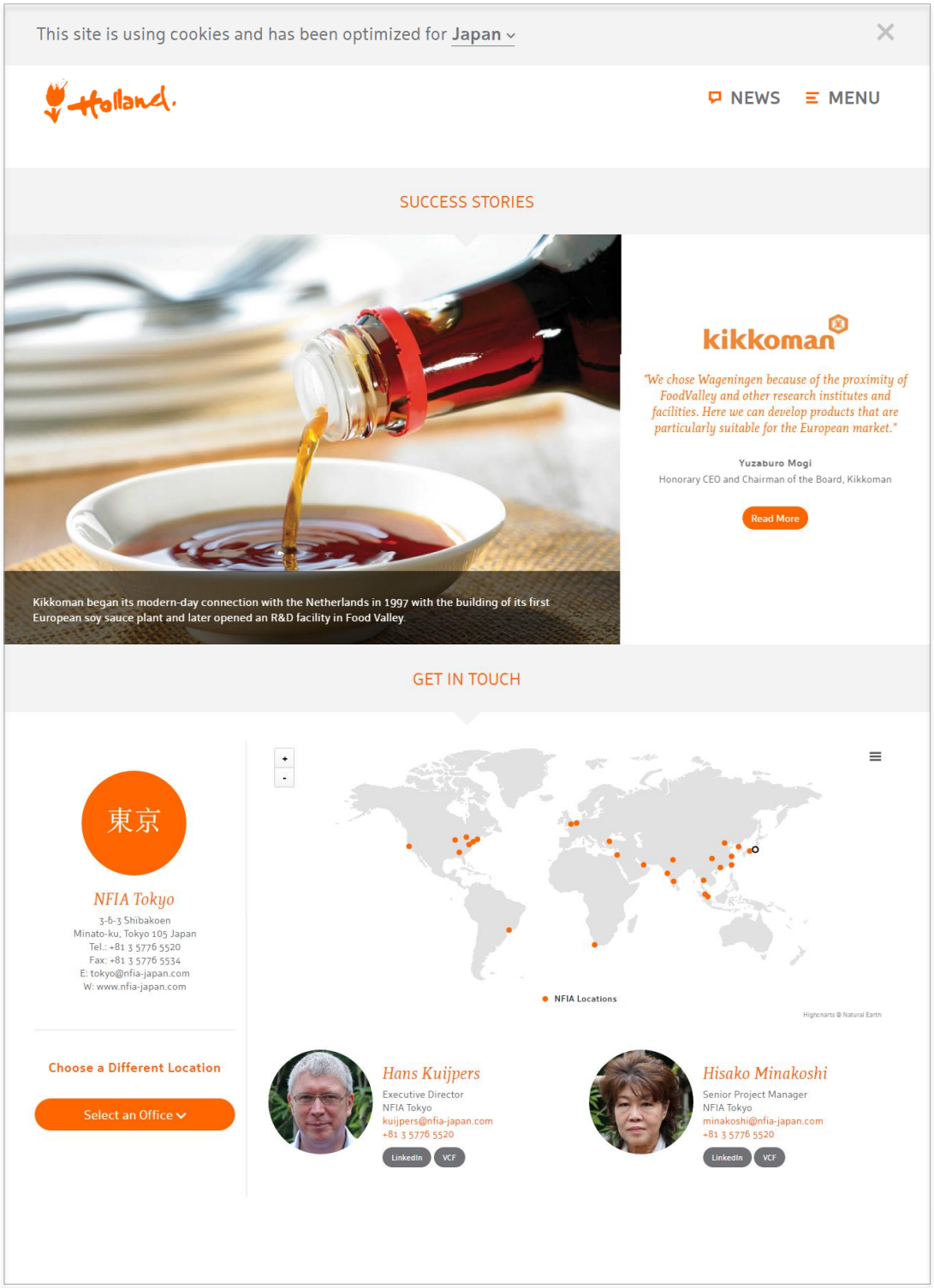


A Responsive, Long-Scrolling Format

DCI's laser-like focus on user experience (UX) and user interface (UI) made the site exponentially more user-friendly. The new, mobile-first website uses a long-scrolling format that adjusts easily to any device—from your laptop to your iPad or smart phone—making it easy to browse content without getting trapped in a confusing click-path.

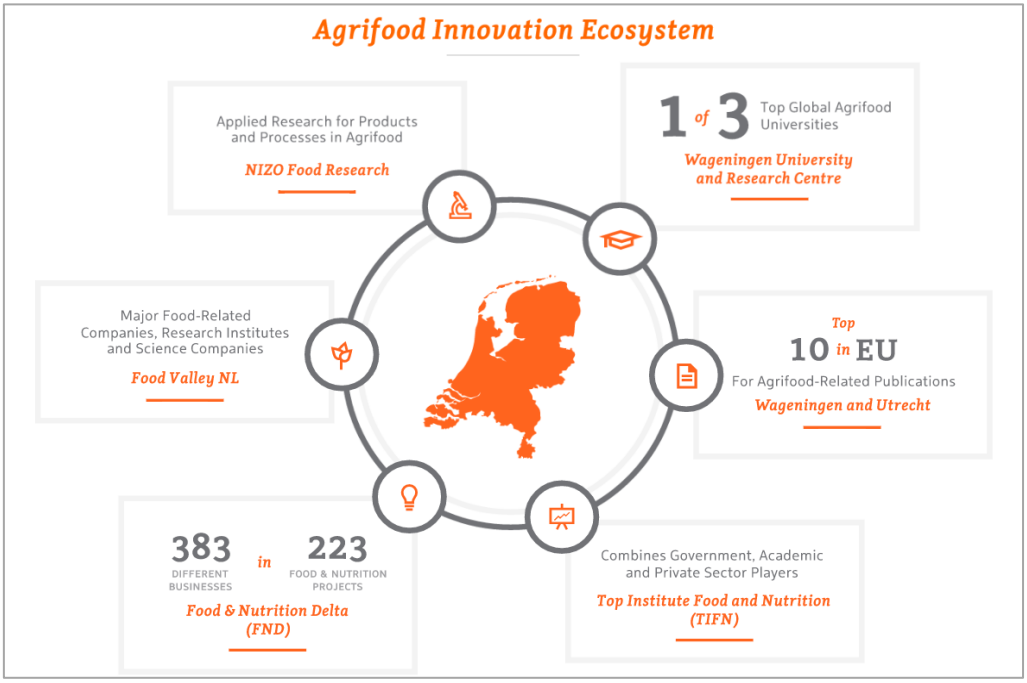
Location Tailored Content

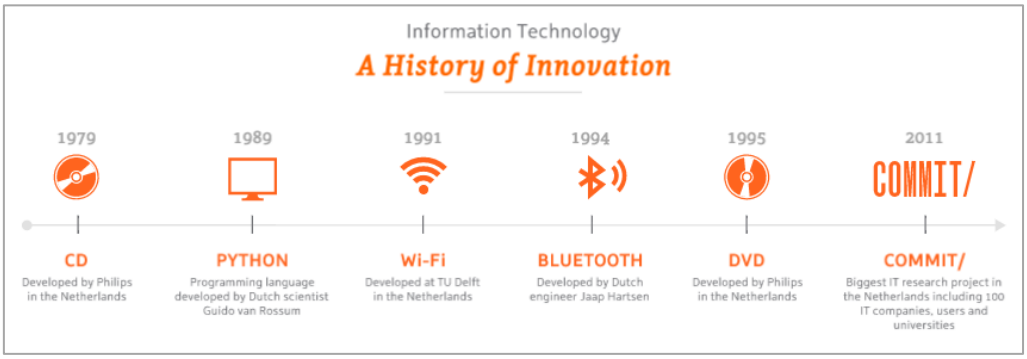
Using GIS technology, the website serves up content, news, success stories and contact information based on the visitor's location. A visitor who logs on in Japan sees news about Japanese companies investing in the Netherlands, a Kikkoman case study and NFIA contacts in Tokyo, among other tailored information. See the example below.

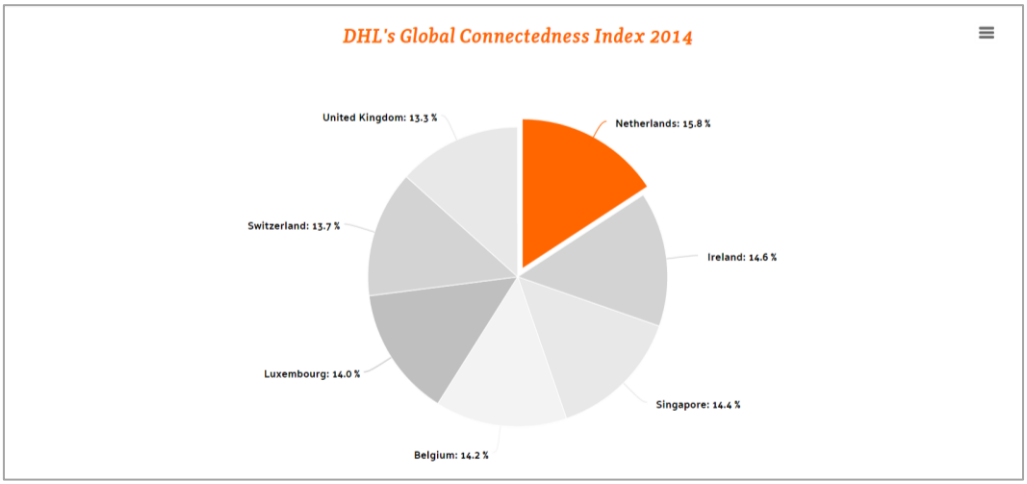


Charts, Graphs and Infographics

DCI designed and animated more than two dozen HTML5 infographics to convey critical information to site visitors at a glance and built CMS-linked bar graphs and pie charts with software that allows the client to update rankings and other key figures without the need for designer/developer support.







Case Studies | Before vs. After

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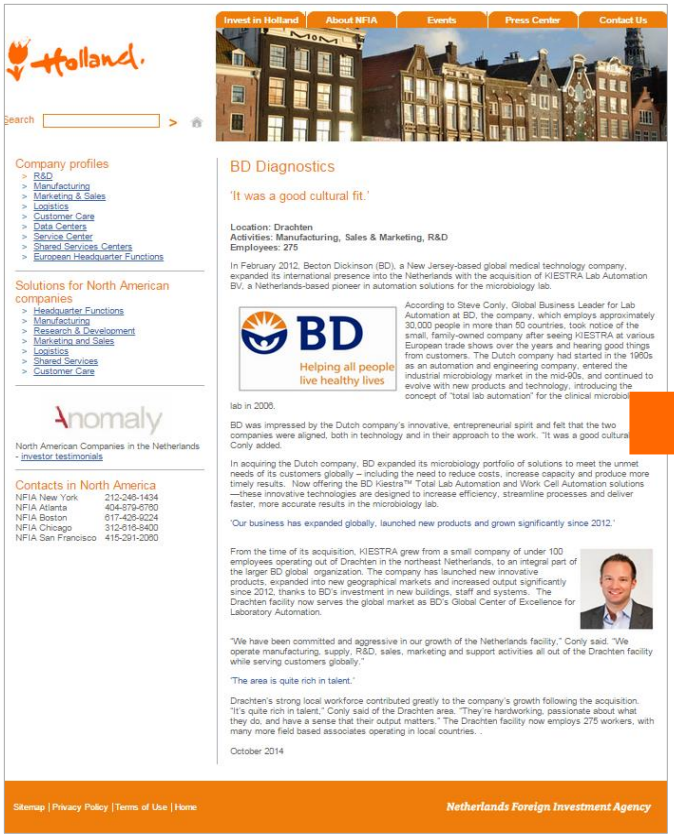
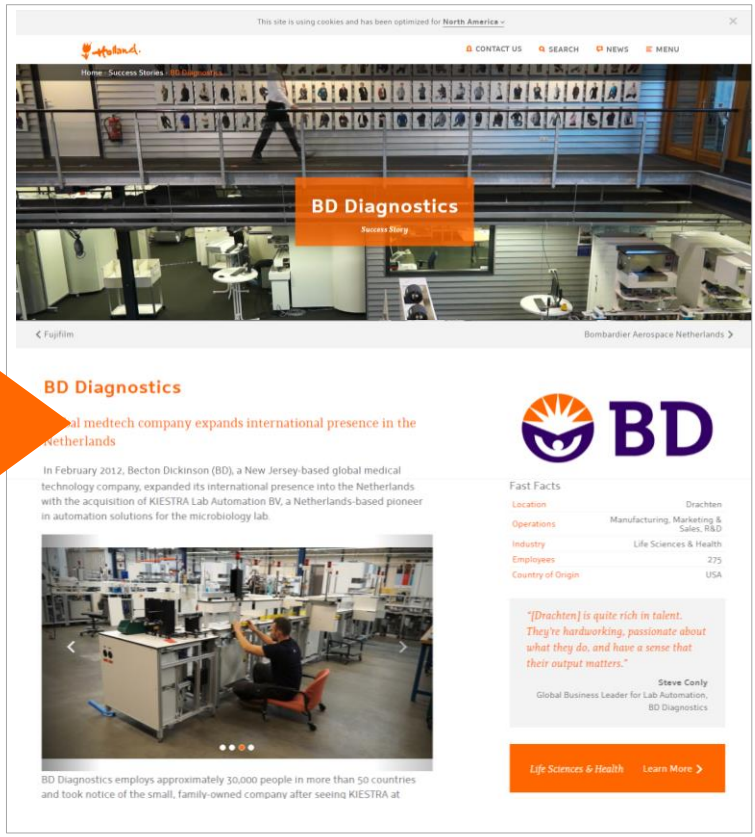
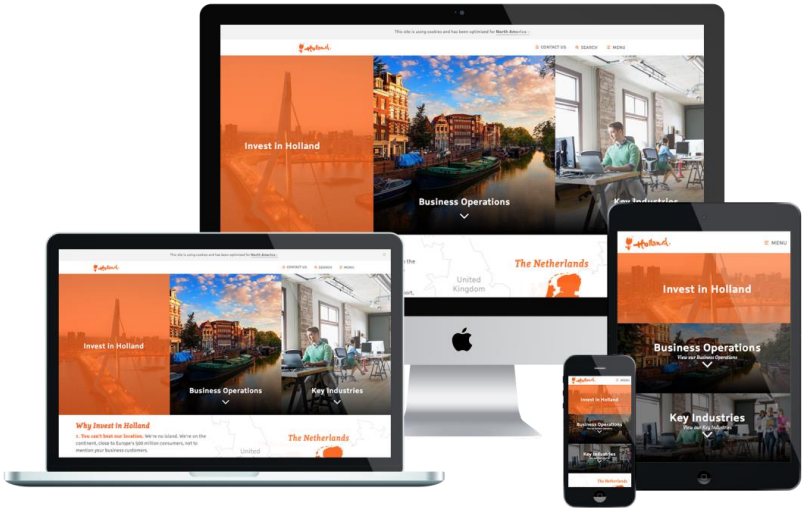
Before



After



Two-Time Gold Medal Winner
InvestinHolland.com received a gold medal in the Economic Development category of the 2015 MarCom Award and was named "Best of Category" among government agency websites in the 2015 Horizon Interactive Awards.