



Clients: **ITV**
Project: **itv.com**
Platform: **Web**
Target: **ITV audience, all demographics**
My Role: **Content Manager**



■ BRIEF

Transform entertainment brands into destination sites for Europe's biggest commercial broadcaster, guiding creative and production teams over 50+ websites.

■ SOLUTION

A new domain and a new portal demanded a single tone of voice, coherent and compelling. This was a challenge, so the strategy gave prominence to hero brands - news, football, weather, F1, Coronation Street, GMTV, Millionaire, Pop Idol, I'm A Celebrity, The Bill - using other shows to add depth and highlight diversity.

Regular updates played on headlines and stand-firs, coupled with exclusive images and content, to build tabloid-style pages in tune with the channel and its audience.

■ RESULTS

- Grew unique users from 10,000 to 3.5 million in 3 years
- Largest commercial broadcast site in UK
- Launched more than 40 programme websites, across all genres
- Helped educate programme makers to the value of the medium
- Built foundations for ITV Player and similar current initiatives

