Ian Poulter

Website Development

ideas.

A top 20-ranked PGA and European Tour golfer, Ian Poulter is known for his vibrant style and great achievements both on and off the course.

His existing website, however, did not capture his unique qualities, and lacked the responsive design needed to actively compete in today's digital world.

Looking to evok for our proven capabilities in interactive design and development, Ian tasked our team with building a fully responsive website that would dynamically restructure across desktop, tablet and smartphone devices. Our ultimate goal was to create a website that would provide his fans with an authentic brand experience true to his personality and values.

work.

Quick to rise to a challenge, our interactive team designed a unique, engaging and user-friendly responsive website that utilized large, vibrant imagery to promote Ian's style and clothing line.

We incorporated parallax scrolling to capture visual interest while integrating Ian's favorite apps, songs, cars and clothing items, with links to purchase products.

Ian's social media presence was also incorporated within the website, cross promoting the website content and tour blog across all of his online channels. We accomplished all of this and more having developed a custom CMS to manage almost every aspect of the website, from parallax layers, photos and copy, to background images, colors and textures of the site.

results.

Timing our launch with the start of the Ryder Cup, Ian Poulter's new website went live without a hitch.

In just the first week after launch, there were over 25,000 visits to the website compared to just under 4,000 in the entire previous year.