

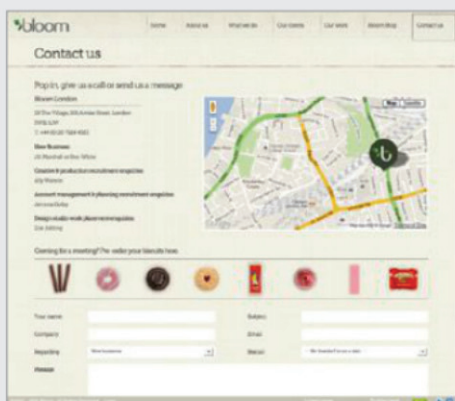
# Best Website

## WINNER

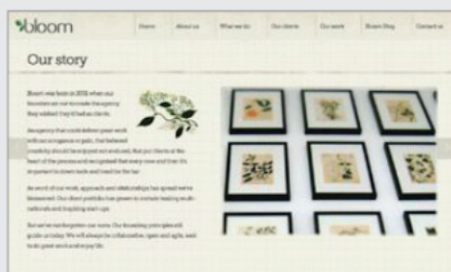


### Bloom

The Bloom website was designed to appeal to 'time-poor browsers' and 'in-depth interrogators'. Built in HTML5, the site tells the story of Bloom in one fluid, vertical scroll. Lateral navigation buttons enable the user to dig deeper into each section as they wish. A sophisticated tagging system aids searchability among Bloom's many case studies.



*Intuitive navigation was important to us (too many websites lead users down cul-de-sacs, which is frustrating) so we built multiple ways of getting to what you need quickly (whether it be capabilities, work or contact details).*



*These include vertical scrolling, static menu bars, integrated buttons and tagging systems for tailoring case study searches. These multiple navigation modes also help when reviewing the site through different devices.*

Judges' comments

"A lovely site, which degrades well, and uses a botanical artwork theme to great effect. By far the best site in this category."

"I was really taken with this site. The use of HTML5 on Bloom's site sets this apart from the others and screams - *I am the site of a design company which thinks about the user.* It is intuitive, smooth, fast and beautiful."

"Love the elegance and simplicity."

"Interesting site for sure."

## RUNNER-UP



### Océo - Your Beauty Nectar

from Pure Product GmbH

This website is available in multiple languages and is clean and simply presented.