# the big picture website
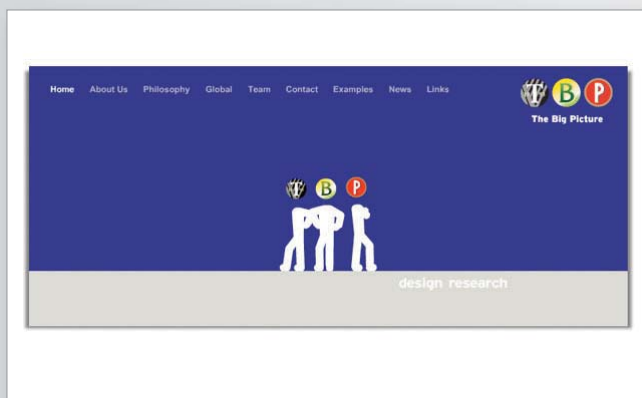
When specialist design research agency The Big Picture relaunched their brand, they approached Taglab for a new campaign theme and website. Taglab brought their logo to life in the form of three stickmen characters used to illustrate key concepts in design research.

## the brief

The Big Picture is a research agency with a difference – they specialise in design. Clients include some of the world's leading brand owners, including Unilever and PepsiCo Intl. Their website needed to appeal to a wide audience, from research buyers at major multinationals, to designers at exclusive creative agencies.

## insight

Designers are often put off by research, because they believe that researchers don't understand the way design works. But in order for design research to be effective, it's essential for the research agency to win the designer's confidence. Developing a design for the site that would appeal to designers was therefore a key project requirement. However it was also essential that site should be credible for The Big Picture's multi-national clients.

## solution

Taglab developed a trio of stickmen characters, adapted from the new Big Picture logo. The site presents a series of tableau featuring these stickmen to illustrate various key aspects of the way in which consumers interact with design. As the stickmen encounter brands in everyday situations, typographic symbols appear in their heads to illustrate this interaction.

The stickmen characters were developed in Flash, and use "randomation" to keep the concept fresh through multiple viewings. In design terms, the site eschews jargon and clutter in favour of clean lines and elegant simplicity.

To find out more about Taglab, and our web design and build services, call **0207 183 3600** or visit **www.taglab.com**