

# be curious.

**Goal:** Web Site and Brand  
Design & Development



**METALS ASSET**  
MANAGEMENT, LLC

With a focus on scrap metal, Metals Asset Management (MAM) is an advisory firm focused on creating value to manufacturers' scrap management programs. By bringing a strategic approach to business process improvements, MAM helps organizations benefit to the fullest extent.

## Challenge:

To create a Web Site that properly portrays Metals Asset Management as a beneficial partner and advisory firm. As an entrepreneurial organization led by experts in the Metals Industry, Metals Asset Management wished to be portrayed as a sophisticated, experienced and service-oriented organization, and create the right appeal to the proper channels at the client level.

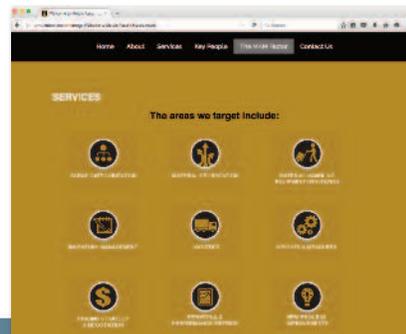
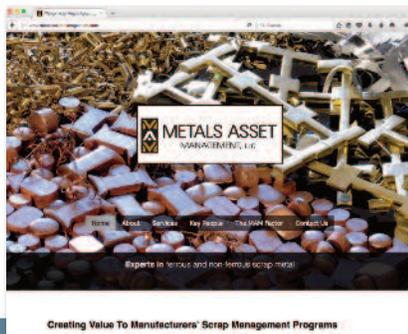
## Approach:

Knowing the need to be mobile friendly/responsive among their audience, the focus on this was a top priority. By working with imagery that immediately connected with the audience, and using the branding that had also been developed by the **WhitComm team**, a quality Site with the proper messaging was developed. The addition of a sell sheet with an overview of the services has become a tool that is used in different settings – be it a leave behind at a meeting, a follow-up mailing or a downloadable pdf on the Web Site.

## Strategy:

Without giving away all the tools of the trade that Metals Asset Management can offer, the Site was to provide enough interest and be a digital communications piece that prospective clients could be directed to for further insight into what MAM could offer. The development of a strategically directed brand (the pieces of the letters) offered an intrinsic understanding of how MAM can take the parts that are considered scrap and turn them into a significant financial stream.

## Deliverables:



RESULTS:

Developed from the ground floor up, this Site has become the portal for delivering all initial contact with prospects. This Site provides an impactful first impression that is helping to build a respected brand.