



A simple energetic website

> The Background

Nexterra was founded in 2003 but during the first phase of the company's history, it maintained a low profile while it perfected its technology and sought relationships with early-adopter customers. By early 2005 Nexterra had its first major customer contract in the bag, and was ready to adopt a more aggressive marketing posture.

A crucial first step in this new phase of the company's growth was the launch of a website that would communicate the company's unusual and innovative positioning. Nexterra needed to address a mature market of customers in the forestry sector. It needed to clearly differentiate itself from a well-entrenched field of competitors, and it needed to communicate to potential customers that a completely new model for managing energy costs could now be accomplished.

The website would be the primary medium for introducing the company to the market and for educating the target audience to the benefits offered by Nexterra's solution.

> The Criteria

Nexterra was looking for a graphic design studio with the creative flair to design a website that would set Nexterra apart from competitors. Since this was their first marketing communications project, Nexterra was also looking for help in developing and refining key marketing messages.

> The Solution

Serengeti was appointed for the task, and we immediately set to work in analyzing Nexterra's existing corporate literature. Through an iterative process, and a series brainstorming meetings, we helped Nexterra's senior management to refine their marketing messages and shape the copy for their website.

Once some draft copy was available, Serengeti's staff began drawing up creative concepts that displayed a vibrant and energetic design, but also presented a very clean, functional approach to information presentation. Key messages were reinforced through banner graphics, and readers were enticed to explore specific content elsewhere in the site through the use of eye-catching graphical side bars.

> The Result

The new site was unveiled simultaneously with the announcement of a major customer win, and was timed to coincide with a major PR campaign. The site created in instant impact on readers and Nexterra received enthusiastic feedback from customers, prospects, partners and investors. The client was delighted with the result.

Nexterra Energy Corp.

Nexterra develops, manufactures and delivers gasification systems that convert solid fuels into clean, low cost heat and power.

Nexterra systems enable industry customers to self-generate energy using residual or waste fuels produced on-site. This results in lower energy costs and less reliance on natural gas and grid-purchased electricity.