

PRWeek

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Agency sites that awed*

1 gcigroup.com



GCI Group is clearly taking great emphasis on positioning itself as a creative agency. The animation is decent enough, but what is breathtaking about the site is its remarkable simplicity. Available instantly is a one-minute video describing the agency's philosophy, latest blog post, and case studies.

2 fleishman.com

OK, the site does take a little longer to load than it should, but it also has a simple landing point, and does understand that you can have a little bit of a scroll on a homepage. Information on Fleishman-Hillard is in uniform, easy-to-digest bites.

3 capstrat.com

Many agencies have tried to show its "people." Capstrat's ingenious panoramic view of the office succeeds where everyone else failed. Every single employee appears to have a bio, declarative proof that it's an agency that cares about all of its employees.

4 horngroup.com

The homepage is clean, the rotating image captures your attention, and the content on the site is updated. But

what helps transcend Horn Group's site to one that awed is the simplicity of its blog page. The homepage takes you directly to the official Horn Group blog, and you're able to immediately transfer to other Horn employee-written blogs and client-written blogs.



5 edelman.com

The main image immediately draws your eyes in, then as you gravitate downward, you get a sense of the thought leadership from Edelman available at the site. The rotating career opportunities banner is a smart move, too.