



# Case Study

2010-2011

Anderson Studio of Architecture & Design  
Charleston, South Carolina

[www.theandersonstudio.com](http://www.theandersonstudio.com)

**THE CLIENT:** *The Anderson Studio of Architecture and Design provides the one-on-one attention of a small firm, while offering the expertise and capabilities of larger architecture firms. Well-known in Charleston, SC for the past twenty years, Scott Anderson's pride in craftsmanship, attention to detail and ability to translate the visions of his clients has resulted in a long list of repeat clients; and a portfolio of fine residential homes that elevates the business of building to the fine art of architecture.*

**THE CHALLENGE:** **New Company. New Website.** After launching his solo architectural practice, Scott Anderson contacted SMS to design his new website and rebrand his new architectural practice. Scott wanted a website with clean lines, large images and the flexibility to change page content and images himself.

**THE SOLUTION:** To capture Anderson's elegant work-product, SMS hired a superb, local architectural photographer to create one-of-a-kind architectural images. We designed Anderson's CMS site with intuitive universal navigation and an elegant display of visuals. In addition to providing a platform for Anderson's business and design philosophy, the 35 page website showcases a photo portfolio with four elegant residential homes, two extensive renovations and three of Anderson's projects on the West Indies island of St. Kitts.

**SMS INDUSTRY EXPERT:** SMS provided an industry expert to write the copy for the website. All content was optimized for maximum search engine results.

**SMS DOWNLOAD vCARD & ONLINE BROCHURE.** SMS added a downloadable vCard and an elegant one page online brochure.

**SMS PRINT CAMPAIGN:** Following with the same clean lines and white space as the website, SMS created a clean, elegant double page spread display ad for the Anderson Studio for Charleston's most prestigious real estate magazine, *Legends*.

Strategic Marketing Services of Charleston, South Carolina is the marketing, branding and communications company responsible for producing this print campaign and stunning website for the Anderson Studio of Architecture and Design. **For your new website or next print campaign, give us a call.**

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