

CASE STUDY



AC Accounting & Taxation Services (AC) good reputation and success were increasing among the local business over the past years, however their online brand image and digital strategy were outdated and didn't allow them to attract new customers online.

We designed an ambitious plan including an initial full rebranding. We created a new website more appealing and addressed to the audience AC wanted to attract. Finally, we implemented a winning digital marketing strategy to reach more potential customers.



www.acaccountinginfo.com.au

Brand Study

AC needed a fresh new look. We first ran a workshop where they placed the customer at the heart of the business. Then, we analysed the market, interviewed AC's clients to understand them and studied the competitors. We concluded to redesign not only their brand identity, but also the whole customer experience.

Rebranding

We analysed the old brand pros and cons and decided to remove all the unnecessary details. Then, we created the new logo inspired in financial elements, simple to reproduce and easy to remember.



Old Logo



New Logo

Visual identity

We provided AC with a consistent identity that will last over time. The green and blue colours communicate wealth and trust, while the geometric shapes evoke efficiency.



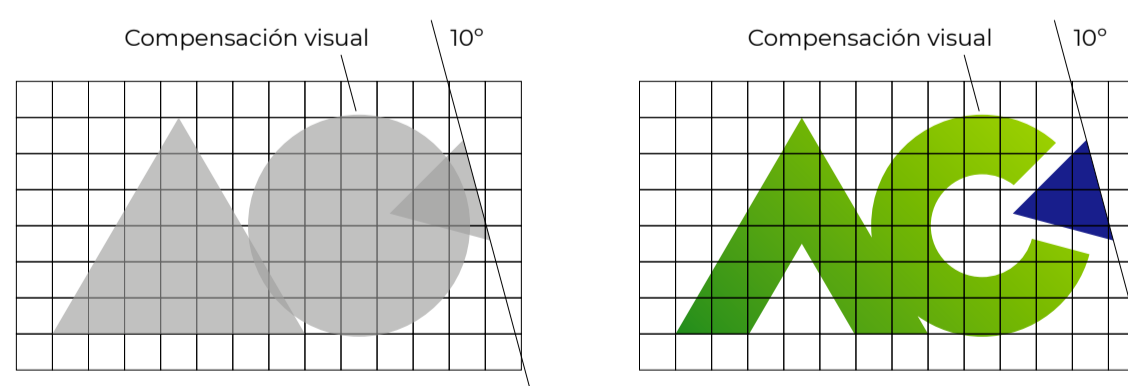
Brand personality

The new brand was born more simple and flexible. The new colours and logo make it contemporary and memorable. We wanted AC to be the prosperous partner that helps businesses increase their annual revenue, pictured with a rising arrow (letter A), and their profit, symbolised by the segment from a pie chart (letter C).



Visual elements & versions

Every detail is important when building the brand. Elements such as the colour palette and iconography help build a consistent brand environment. The AC logo can be used in three variations for different platforms.



#5D983E

#BEE98C

#2B528B

UI - UX Design

We had a clear goal when designing AC's website, we wanted to improve the user experience and convert users into customers effortlessly. That's why we used the last trends on design, created more content including case studies and added strategic calls to action.



Website development

Every business is unique, that's why we build custom websites. By using Wordpress we created a light, flexible and easy to manage website.



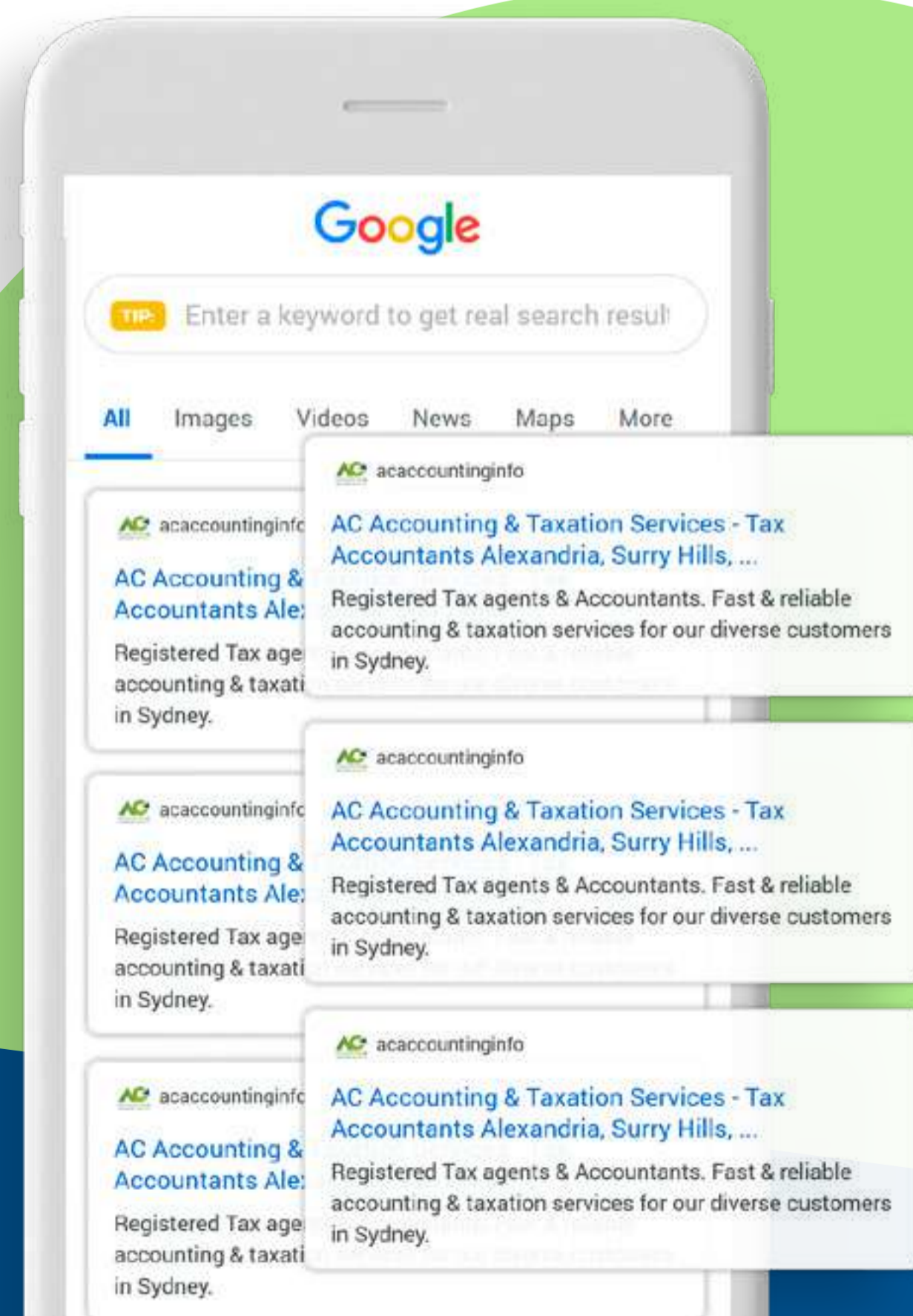
Email Marketing



AC clients always want to be updated with expert business and financial advice and the latest taxation news. We made it easy for clients to subscribe to the email marketing system in whichever device they're on, resulting in an increase to the subscription database. We also created automated email triggers like welcome email and EOFY prep email.

Search Engine Optimisation

By applying the best practice optimisation techniques such as rich snippets, schema, w3c, SSL and clean code, we've vastly improved AC's online presence, traffic and reputation.



Brand Management

We genuinely believe in unleashing the potential of long-term partnerships. With passion and dedication, we devote all our resources to providing continuous advice, marketing plans and the best tools to manage the brand.



ALI CHOWDHURY

AC ACCOUNTING & TAXATION - DIRECTOR



Onmove went beyond my expectations. They did a holistic analysis of my business and came up with new fresh ideas to digitise my business. They astounded me not just because of the results delivered but also all the services they provided. Not only they are exquisitely meticulous to the smallest detail, they are also committed and passionate about my business.



Connecting brands
with people