



FELLOWSHIP

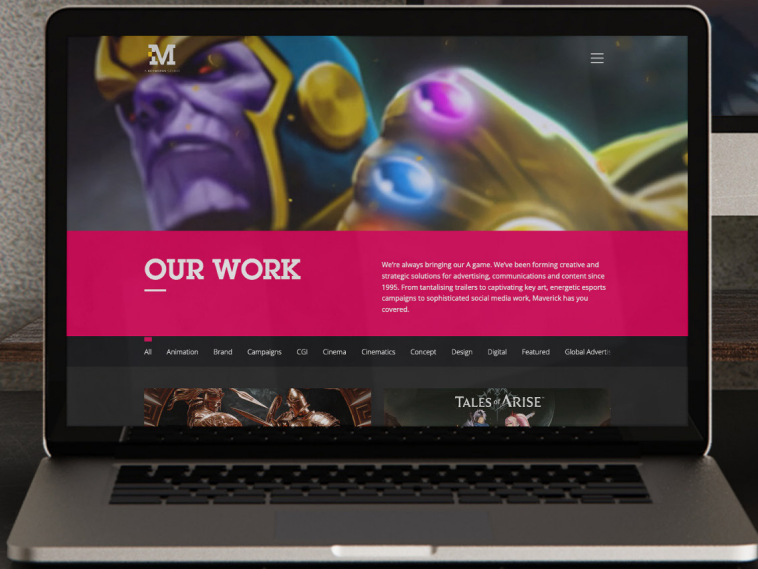
MAVERICK

# SHOWCASE PAGES FOR MAVERICK MEDIA

**Sector:** Video games    **Employees:** 50+    **Client Contact:** Business Director

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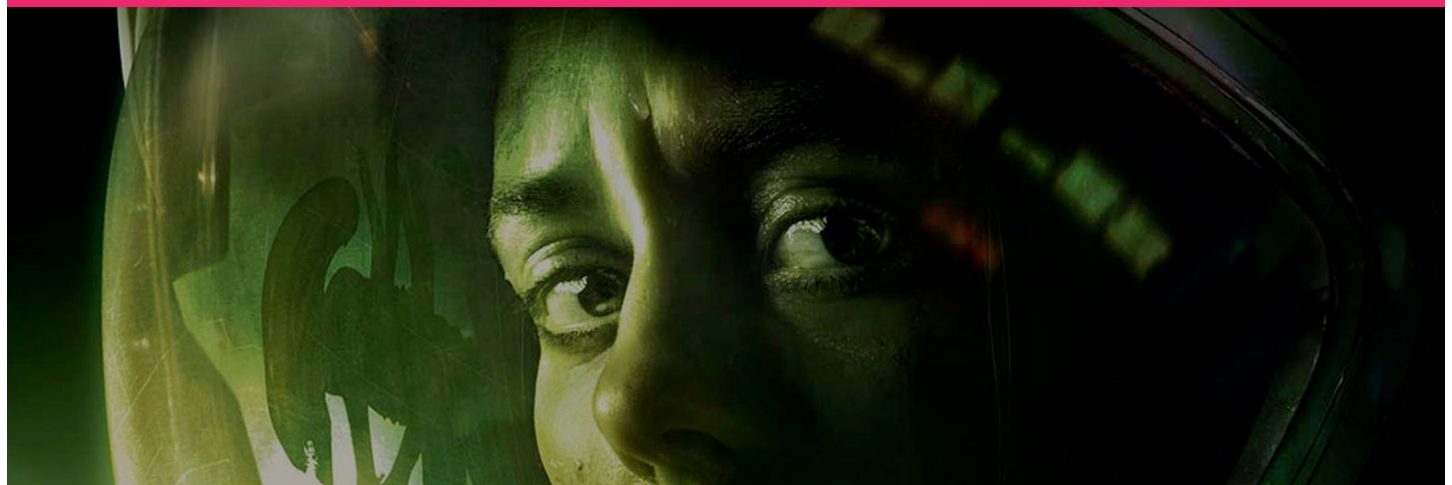
Maverick Media is a full-service advertising agency, working for games developers, publishers, and brands. The agency's clients include EA, Bandai Namco, Ubisoft and Pokémon.





## THE OBJECTIVE

To overhaul the Our Work section on their website, to give it more oomph and impact.



# OUR WORK

We're always bringing our A game. We've been forming creative and strategic solutions for advertising, communications and content since 1995. From tantalising trailers to captivating key art, energetic esports campaigns to sophisticated social media work, Maverick has you covered.

All Animation Brand Campaigns CGI Cinema Cinematics Concept Design Digital Featured Global Advertising

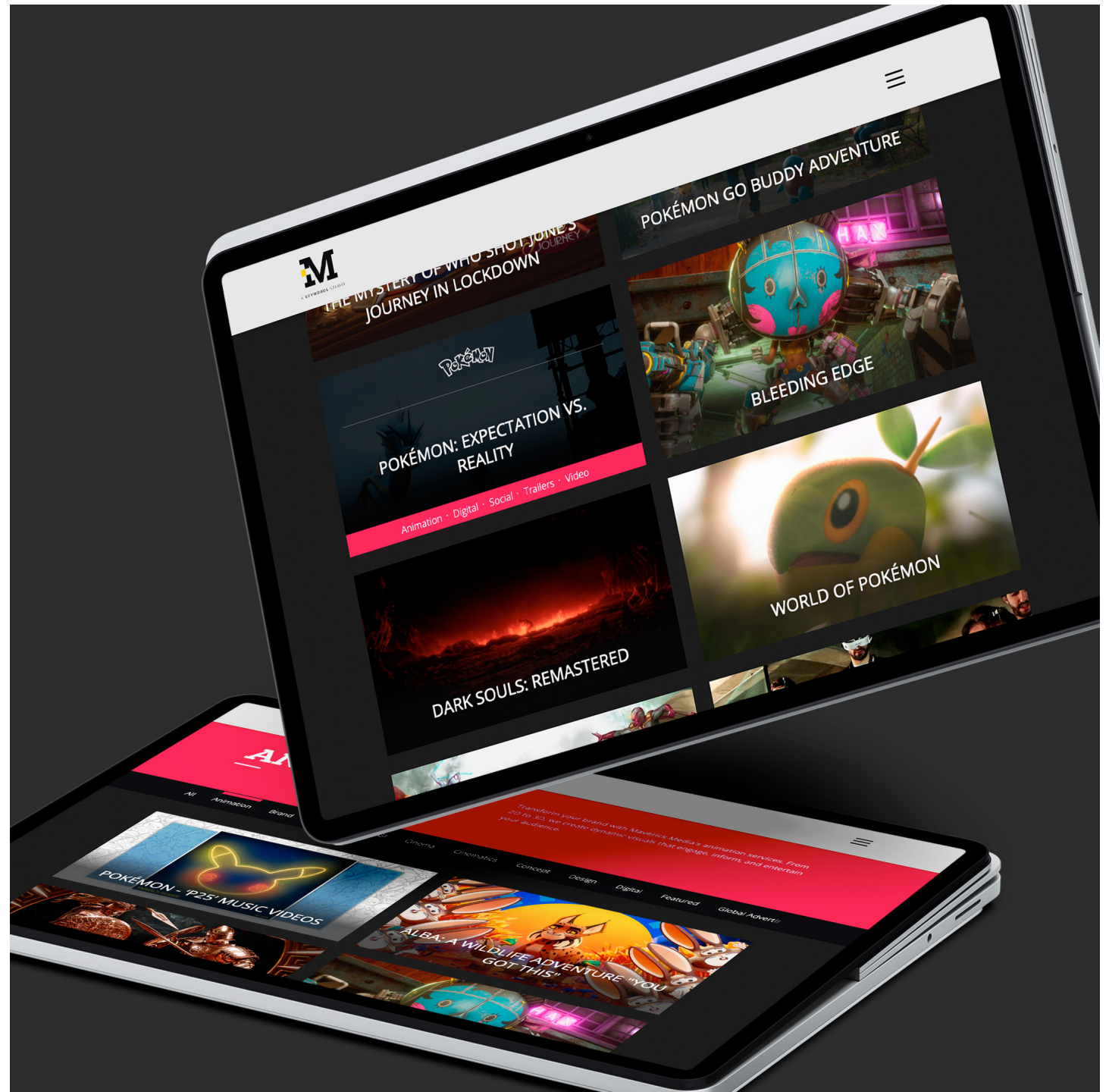


## OUR SOLUTION

We gave the Our Work pages a fresh new look, improving the design, layout and user experience.

### Easy search function

The new design is clean, elegant and responsive. It uses tags to help users find exactly what they're looking for - without having to hunt around for it.







## THE CAMPAIGN

Kick starting the campaign

Promote the Demo release

A wider celebration

The final prelaunch

The final trailer

### A wider celebration

As part of a wider celebration of the Tales of Arise launch, BANDAI NAMCO Entertainment also teamed up with world renowned violinist Lindsey Sterling to create a bespoke arrangement of one of the soundtracks new songs for a live performance at ONL. When we were asked to develop a virtual background for the performance, showcasing the twin worlds of Dahna and Rena was music to our ears!

Choreographed game capture set to the tailor made audio helps to explain the setting, gameplay, and teases the narrative – all with no vocals or captions, resulting in a global experience for one of the world's biggest games industry show.



### The final prelaunch

### Making the page work harder

A structured, column format allows a lot of information to be displayed on a single page.

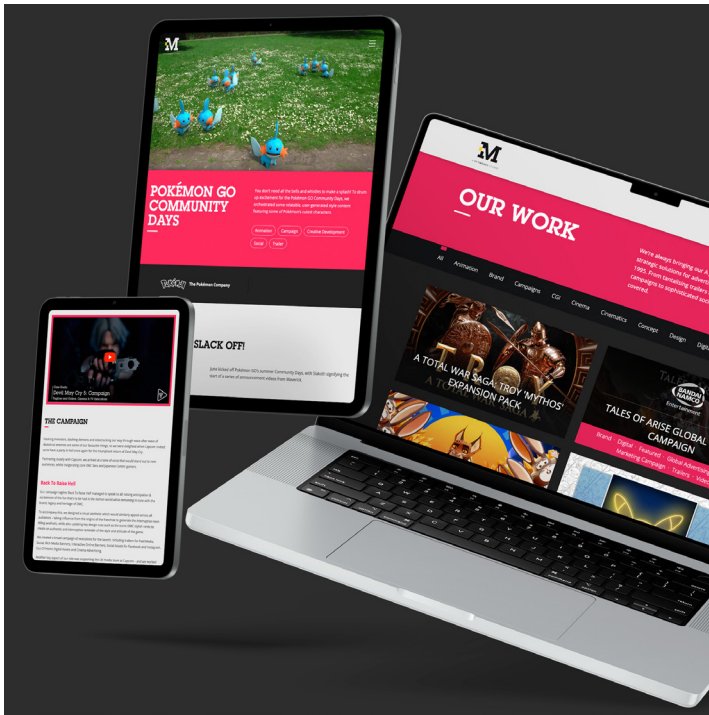
We added a sticky sidebar so visitors can jump to specific content.

Content can be edited, added or updated quickly and easily, using the WordPress Gutenberg editor.

## THE RESULT

The Maverick Media website now has an improved Our Work section to showcase their fantastic work.

View the [work here](#).



## WEBSITE FEATURES

Clean, elegant and responsive design

Intuitive search

Structured case study layout

“Fellowship have totally transformed the Our Work section of our website. It now does a far better job of showing off what we do.”

### JOSH THOMPSON

Business Director,  
Maverick Media





**FELLOWSHIP**

## LET'S WORK TOGETHER

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**BUILDING BRILLIANT BRANDS  
AND WEBSITES**



**Dev Agency of the Year**  
(medium size)

