

## Ambitious website for Epica awards

### 1. Challenge

Epica Awards are one of the industry's most coveted prizes for communication. Even more: they are in the class of their own because they are decided by journalists, writing about advertising, PR, media.

Epica Awards needed to refresh their main channel of communication: a website. It has to be both: functional and also lifting the brand, showcasing its uniqueness.

### 2. Our Solution

We decided to go epic for Epica. First, we've focused on brand assets: a striking award—a glass pyramid. It became the focal point of the website, a spinning object of fetish. Then we've taken Epica's main brand colour and made it rule their web look—all of it turning black.

Then, the practical things: a refreshed UX, fewer pages, responsive design, quicker access to information. Our design team used animation to make browsing a smooth, seamless experience.

### 3. Epica Awards editorial director Mark Tungate said:

"We're delighted that Godspeed were able to design our new website. As branding experts they were able to capture the essence of our own brand and bring it to life in an elegant and utterly contemporary way. Godspeed won an Epica Award last year for an incredible cookbook that managed to connect the cuisines of England and Lithuania. Now they've used Lithuanian creativity to beautifully update our connection with the rest of the world."