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P R E S S R E L E A S E

January 26, 2004—MET Design today announced the launch of the redesigned, re-branded Meyers Research Center website (www.meyersresearch.com). Although MRC is an established company, their website did not reflect the company's professionalism and over 30 years of experience.

MET conducted a branding session at the launch of the project with MRC's executive staff to define the parameters of the brand. The new branding strategy was applied to the site's redesign and content development, which was optimized for keyword phrases. The website clearly defines the somewhat complicated market research services offered by MRC and provides case studies to help the prospective client understand the effectiveness of MRC's services.

Key Features

- Definition of the MRC brand through use of color palette, fonts and sophisticated look and feel.
- Flash component incorporated into the homepage, which illustrates situations where MRC's services could be implemented.
- An easily accessible link to join the MRC mailing list to expand the mailing list database.
- Case Studies section was added to demonstrate the effectiveness of MRC's services.
- Contact form was added, as opposed to a link to email, to better qualify and direct correspondence to the company.

MET Design, Inc—Celebrating its 20th year, MET Design provides branding, Internet and print solutions to businesses planning to move to the next level in effective branding and messaging. Visit www.metdesign.com for more info.