

ZBM Radio
April 19th, 2007
12 noon, 1 p.m.

Duration: One minute, 30 seconds

Jim McKey:

The new website of the law firm Mello Jones & Martin has taken top honours in the 2007 Internet Advertising Competition for the Best Legal Interactive Application. The competition is run every year by the Web Marketing Association to acknowledge excellence in online advertising. Mello Jones & Martin's new website includes graphic and usability design as explained by the firm's Danielle Brosseau.

Danielle Brosseau:

We put together a spectacular team made up of everybody here at Mello Jones & Martin. We were also able to work very closely with a web design company in Canada called Tantramar Interactive. They did our graphic design and built us a custom back-end, which allows us to keep the site up-to-date and very fresh for the clients. We also had the opportunity to work with LookBermuda, and in particular, Ben Watson, who did our photography. He came into our facility and was able to make everybody feel at ease and I think he was really able to capture the spirit of Mello Jones & Martin. We just moved into our facility here at Thistle House so he took pictures of our custom-built offices and that is all represented in the website. I think the fact that we won the Web Marketing Association's award is proof of our hard work.