



## Case study – Website for Stillwater Narrowboats Ltd

### The brief

- To copywrite, design and build a website with the aim of positioning the new boat-building company, Stillwater Narrowboats Ltd as a high-quality outfit, offering unique, bespoke, custom-built boats at affordable prices.
- To devise a 'strapline' to capture the essence and values of the company.

### Client feedback

"Blue Horizon Associates designed and built the Stillwater Narrowboats website, wrote the copy and came up with a strapline which captures the essence of our boat building company - as 'the ultimate alternative lifestyle'.

"Since launching in July 2008, we have seen our website usage stats go from 450 to as many as 10,000 hits a month. In just over a year we've sold fifteen narrow boats, guaranteeing us business for the next couple of years. In a time of recession – I call that a result!"

**Richard Heaton, Director, Stillwater Narrowboats Ltd**

Check out the site at: [www.stillwater窄boats.co.uk](http://www.stillwater窄boats.co.uk)



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## **The solution**

Blue Horizon designed the site around a 'lifestyle' theme, consistent with the 'ultimate alternative lifestyle' strapline they came up with. The intention was to appeal to customers who were looking for that bit extra – in terms of both the quality of the workmanship and their own personal involvement in the build process.

'Our attitude is that every customer is special, every boat we build is a voyage we make in partnership with you. Our attention to detail is second-to-none, our craftsmanship first rate. We take pride in exceeding our customers' expectations. For us, going the extra mile is the way we do business.'

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