WHO WE ARE:

  Change 12 years to 10 years

  Change “ From our early focus” to “From our early and continued focus

MEET THE TEAM

  sequence will be Alton, myself, Pete and Dave

  title for Alton is Partner

  title for me is Partner (in my opening line add “the” after “of”

TESTIMONIALS

  CareerBuilder (change “Because the online ordering site is so well organized” to “Because the BASE (in bold) platform is so well organized)…. (wherever BASE is mentioned in testimonial, let’s bold it….thanks). Also…just show from **CareerBuilder**

  RBS  (change “not only does the e-commerce system allow for a more fluid approval process,” to “not only does the BASE (in bold) platform allow for a more fluid approval process,”)

  AKF (after “selection of….” insert “printing and marketing” services)

  iQOR ( add a comma after ordering and bold BASE. Remove the second always. Change “web” to “web-to-print”. Add this last sentence. IPG Group is the total solution for automating your procurement and producing high quality printing efficiently and cost effectively.)

SUSTAINABILITY

  Center the copy and have the globe photo on the left and the eco stamp on the right sized and balanced against each other and the copy

CONTACT US

  Is there a way to merger a combined city-scape for SF, Chicago and NY going left to right with maybe the 3 cities knocking out in white  and the bottom center of their respective city

  For Get in Touch: We look forward to hearing from you and working together. See what some of our clients have said about IPG Group. (put link to testimonials in About Us)

  For Our Office, put HQ in parenthesis after NY. Phone should be [212.216.9137](tel:212.216.9137) on this page and the footer. Email on this page and the footer should be [info@ipgimage.com](mailto:info@ipgimage.com)

  Take out “City” in the footer and just have it be New York (HQ), USA

**Overall in the sliders:**

1. Need to tweak images on the home page and make it more intuitive to navigate

2. Challenging the status quo is powerful but we need one tag line. This should be moved to the bottom of each overall page knocked out reading: “Challenging the Status Quo since 2004”

3. need a “.” after each simply statement and we need to move the simply statements to more readable areas

4. will likely change the promote background photo….photo tbd/follow

**About us: (THIS WILL CUSTOMIZE THE THEME SETTINGS)**

https://mail.google.com/mail/u/0/images/cleardot.gif

1. follow the drop down approach from what we do

2. drop down for who we are (remove the circle chart all together….just copy)

3. drop down for meet the team

4. drop down for testimonials and lets leave that looping effect for our client logos

**What we do:**

1. Brand Value Chain looks good. NOT intuitive that you can click on any of the three sections of the BVC. Need to create a visual queue AND maybe drop downs on sub-buttons describing “Content Development” and “technology workflow” and “Print and Production”.

2. The Circles chart should be renamed…its not what we do…it’s where we are and our touch points. Rename: “At the center of your business”????

3. The bottom of this page should be another sub button so Content Dev, tech workflow and print and production are on equal footing with Mitigating reputational risk and Marketing Compliance.

**Clients:**

1. Make each logo smaller

**Portfolio:**

1. Photos/copy to follow

**Contact Information:**

1. Take out New York city and maybe use what’s on our business cards…New York, Chicago, San Francisco.

2. IPG Logo looks lost and small in the banner bottom left of the page. Not sure its needed there.

3. Banner at the bottom seems very dark. Lighten and make smaller top to bottom?