

United Multiple Sites Under A Single Corporate Brand

Mercury New Media designed and implemented a user-friendly website consistent with the style and message of Granite Services' print campaign. Several formerly disconnected brand sites were consolidated into a single site as part of an overall re-branding initiative.

The implementation of an interactive Flash-driven global map is a hallmark feature of the company's new website; this feature offers site visitors the ability to explore Granite projects around the world. A Flash demo of their recruiting package is also available and integration with the internal recruiting software keeps the home page updated with new jobs as they become available.

Links containing extensive descriptions about industry segments, technical services and manpower support services allow candidates easy access to information, with redirection to the recruitment site and application process. Benefits for potential employers are also detailed with account management links to offsite employee portals.

Mercury developed an invigorating corporate branded site that provides detailed coverage of Granite's services and solutions. The new website provides interactive service demonstrations and integration points with web-based enterprise applications. The new site has heavily influenced Granite's overall marketing look.

"You have really made our offline marketing agency's job much more difficult. Our Vice President now feels that everything they do is 'static' compared to your design. Good job!"

Erin Taylor, **Marketing Manager**

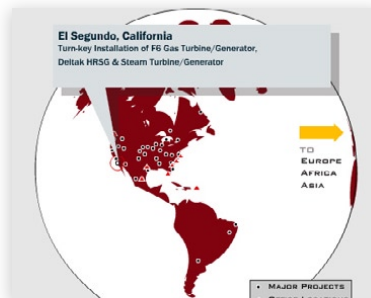
Results

- Consolidates 5 brand websites into single re-branded corporate website
- Utilizes interactive multimedia Flash technology to present rich content
- Complies with Granite's open source PHP/MySQL technology platform

GRANITE SERVICES



Integration with the recruitment site automatically updates the job opening links on the new home page.



Current world projects are easily accessed with the Flash-driven map.



Site visitors are offered extensive descriptions about industry segments.

gsinc.com

With over 25 years experience designing, training and staffing outsourcing teams, Granite's workforce solutions set the industry standard by combining global management experience with local knowledge and expertise. Granite was founded in 1982 and primarily provided services in the power generation industry. The firm has since expanded around the world and into other industries with similar technologies. Granite is now a global provider of outsourcing solutions for all customers of our heritage organizations in a variety of industry sectors. A network of 60,000 experienced candidates is mobilized to more than 100 countries.