**\*NEW\* For all individual portfolio pages, services will be listed at the bottom of the banner image**

### The Ontario Business Improvement Area Association (OBIAA) Portfolio Page

Banner Image: use the banner image on the homepage rather than a mockup

Services (at bottom of banner image): Website Design/Development // Digital Marketing Campaign // Social Media // Brand Discovery // E-Commerce // Illustration

Client: The Ontario Business Improvement Area Association (OBIAA)

The Project: The OBIAA is a network that represents, connects, and supports BIAs across Ontario. The OBIAA wanted a website that could do it all—provide the resources member organizations need all in one place, build brand awareness and provide a frictionless experience for optimal engagement.

Having established a national conference, OBIAA was ready to level up. They needed an agency that could design a website that would elevate the conference experience online, expand its reach, and grow its reputation as a premier event in the industry.

[Image 1: full view of the entire homepage + collage of the rest of the pages layered (maybe with colour blocking in behind if it’s not too much) to show off the different design elements]

[<https://www.jib.ca/case-study/imtbike> example]

Our Work:

Working within the existing OBIAA brand guidelines, we designed a responsive website that does it all. The elegant design makes navigation seamless. A carefully architected members portal provides an intuitive user experience that, despite the comprehensive nature of the content, makes it simple and easy for members to find what they need.

We added graphical elements that align with the core brand using complementary colours and line drawn graphics to modernize the web experience.

[Image 2: business directory, events, conference page, etc layered - could include these facts from the site 227 BIAS 5 MUNICIPALITIES 115 CITIES - either as an infographic or taken right from their site]

We designed a complementary website for the conference, complete with e-commerce and booking capabilities. The site integrates seamlessly with the OBIAA site for a frictionless user experience.

[Image 3:conference site images]