

facts.

bespoke is a digital strategy and interactive design firm specializing in online health. We are a hybrid of unique skills built on a foundation of over 25 years' combined experience helping create the largest brand in online health. Our successful engagements leverage the most powerful aspect of strategy, marketing, interactive design, and technology to help define – as well as meet and exceed – our client's goals. At bespoke, our focus is simple: deliver short-term value and long-term success.

The Bespoke Difference


Online Health is complicated. It is a highly regulated industry that requires knowledge and experience in order to achieve success. We know this because we helped create the category. We are thought leaders, innovators, creative thinkers, and proven project and program executors who combine a broad understanding of the best in the online arena with deep vertical expertise to meet your goals. The bottom line: our experience is your gain.



strategy and growth.

We strongly believe in interactive strategy. In our experience any great business, product, or interactive design is guided by a strategic vision – a clearly understood roadmap that lights the way from Point A to Point B. We build strategy on a depth of real world experience, sound business fundamentals, and a deep understanding of our client's business objectives. We are well connected with a strong track record of putting together smart, creative, strategic partnerships and marketing plans to help rapidly grow our client's business. Let Bespoke show you our common-sense approach to long-term success.

- Strategic Planning
- Business Development
- Sales Strategy / Training
- Mobile
- Marketing Plan Development
- Marketplace Analysis
- Custom Research



discovery and design.

Bespoke will help organize information, shape identities, and create memorable experiences that entertain while communicating your brand. We take our detailed understanding of your customers and start solving problems in a way that leverages the strengths of your business. Our discovery process uses Information Architecture, Wireframes, Behavioral Documentation and Prototypes to help you define your product. We explore fresh solutions to visualize overwhelming data in an engaging way. It's not always about telling the whole story, but rather telling the right story using images, words and sound strategies that command the results you seek.

- Information Architecture
- Behavioral Documentation
- Prototypes
- Concept Development
- Visual Design
- Style Guide Development
- Logo Development



execution and development.

With your strategy complete, our journey has just begun. Precise planning and execution of projects and programs is imperative to your ultimate success. Budget adherence, continued growth and profitability now become the focus as our PMP-certified project management experts offer ongoing leadership and support for your mission-critical initiatives. We'll help you start on the right foot by determining whether a traditional project management approach or more agile methodologies are right for your needs. Our trusted professionals will then help you manage for success - maintaining focus on critical project activities to attain desired business results.

- New Product Development
- Full Project Implementations
- Organizational Change & Transformation
- Process Improvement
- Systems Integration & Deployment
- Vendor Selection & Management
- Infrastructure & Program Management