

<b>Client</b>	Nonsense
<b>Project</b>	High Time We Had A Website
<b>Deadlines</b>	Initial ideas to be uploaded to <a href="http://www.hightimewehadawebsite.com">www.hightimewehadawebsite.com</a> by October 2 <sup>nd</sup>

### Task

Create an interesting and creative website for Nonsense.

### Background

After winning over 30 industry awards in 3 years, Rob Mosley and Robbie Greatrex took the brave/foolish decision to go it alone; Nonsense was born on January 1<sup>st</sup> 2007.

Now, as her first year in business draws to a close, the agency is reaching a critical point.

The groundwork has been done; solid client relationships have been forged, a portfolio of creative work has been sweated over, and the keys to a sweet new office are being cut.

2008 will, hopefully, be an exciting year for Nonsense. The agency will seek to add talent, take on more ambitious projects, and establish a reputation for great ideas.

It would be rather silly to attempt all that without a decent website. Plus, that holding page really isn't as funny as it used to be.

### Target audience

Friendly **brand managers** who look after exciting brands and are also blessed with an innovative streak and large budgets earmarked for creative!

Also, **our peers** in the marketing and advertising industry. These people are (on the whole) bright, friendly and for some reason either perpetually optimistic or ultra-cynical.

And our **friends and families**. After a year of supporting us unflinchingly, they could do with a little proof we're actually making some progress.

### Desired reaction

"Cor! That was clever/fun/interesting. That lot at Nonsense sure know how to come up with a good idea. Where's my phone?"