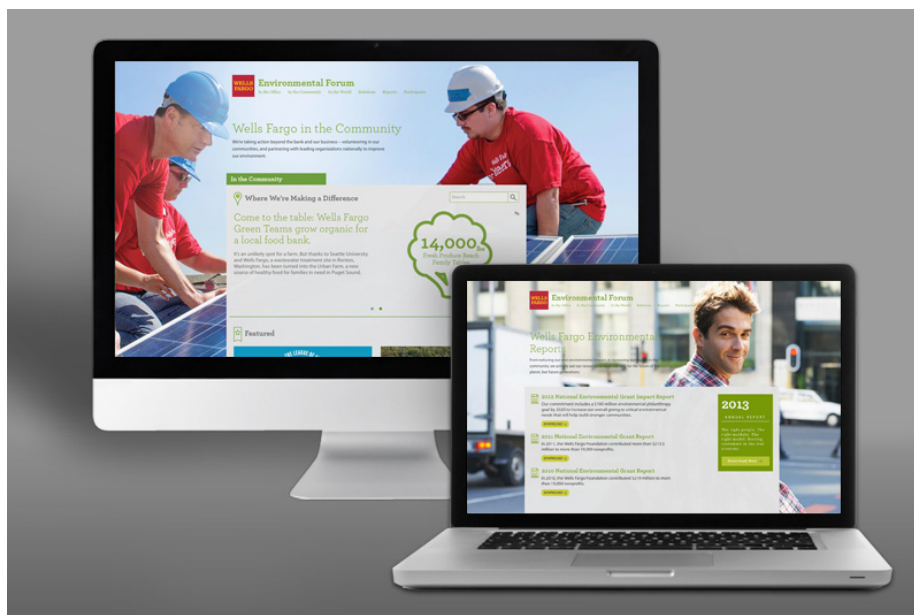


CASE STUDY / WELLS FARGO ENVIRONMENTAL FORUM REDESIGN
A NEW WORLD: OIC REIMAGINES A STORYTELLING DESTINATION FOR WELLS FARGO

The Wells Fargo Environmental Forum plants conviction in customers and employees alike with new architecture, CMS, and mobile-responsive design.



Wells Fargo Environmental Forum Homepage



Wells Fargo Environmental Forum Landing Pages

CHALLENGE

The Environmental Affairs team at Wells Fargo is a particularly forward-thinking arm of the world's largest bank. It has far-reaching influence on a vast array of efforts — from financing solar farms and administering millions of dollars in charity to engaging its employees with environmental stewardship. Wells Fargo was trying to express a broad cross-section of the good work it had done on a limited platform. Its high commitment to the environment was creating great content, but the volume of stories was creating navigational challenges. Amid all the accomplishments, the old site was struggling to create connection.

SOLUTION

OIC proposed a **complete rethinking of the site architecture** around three key philosophical pillars. We upleveled the relevance of the content, making it easier to discover, and **created a more intuitive user experience**. We empowered the Wells Fargo team with a smart content management system and a WordPress multisite platform, we improved usability with a mobile-responsive template, and we created a bright design that reflected the Environmental Affairs team's optimism and their passion for the environment. With our guidance, the Environmental Affairs Forum **evolved from a blog to a destination**, effectively portraying content, encouraging dialogue, and building emotional connection to the team's accomplishments.

TESTIMONIAL

"The OIC team was organized, focused, and motivated. OIC made the initial investment in researching our brand and body of work... At the completion of our project, OIC comfortably understood aspects of our brand better than some of our own team members. OIC did a great job at uncovering our challenges and helped us find solutions that both exceeded our expectations and presented our brand in a more positive way."

— Pia Hahn,
 Wells Fargo Corporate Communications,
 Environmental Affairs

- / STRATEGIC PLANNING
- / WEBSITE ARCHITECTURE
- / DEVELOPMENT
- / CMS
- / REDESIGN