Contra Creds: Science and Research Organisations.

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Against the norm. Experienced, pragmatic do-ers that will propel you forward using creativity and technical prowess.

Contra makes it happen.

The Royal Society.

[The Royal Society](#) has been holding a summer exhibition of the latest scientific developments since the 1700s.

The challenge.

After COVID swept the nation forcing thousands of live events to cancel, the Royal Society needed to create a fully digital experience for The Summer Science Exhibition, fast. Contra was challenged to create an immersive 3D exhibition environment within a three-month deadline.

The solution.

Conduct a content audit and plan taxonomy. Research creatives and build moodboards, initial sketches, and design renders. Create iconography and build 3D environments with microinteractions. Conduct user testing and action iterations. Launch web application.

450K
Video campaign video views

182%
increase in Site traffic YoY

175%
Visitors to the hub

SUMMER SCIENCE

Professor Brian Cox

cutting edge, UK-based

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Internal feedback.

The reaction from The Royal Society team has been overwhelmingly positive and they had excellent feedback from visitors. Listen to our glowing testimonial from Rob Rutter, Head of Digital Marketing and Engagement at The Royal Society.

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Alan Turing Institute.

The [Alan Turing Institute](#) is the national institute for data science and AI. The institute trains the next generation of leaders, shapes public conversation, and pushes the boundaries of data science and AI for the public good.

The challenge.

Develop a website that reflects the cutting-edge nature of the institute's work. The institute already boasted strong branding in their comms but the website lagged behind and did not work architecturally.

The solution.

Execute stakeholder interviews. Conduct site user behaviour, audience, keyword and traffic research. Produce a website strategy that covers site structure, user testing, content, design, SEO, and technology. Build and launch new website.

ESCoE.

Established in 2017 with the support of the UK Office for National Statistics, The Economic Statistics Centre of Excellence is a hub of world-leading expertise built around the analysis of emerging and future issues in measuring the economy.

The challenge.

Develop a compelling website that encourages return visits. Form and display ESCoE's brand identity in a clear and compelling way. Highlight ESCoE's and the ONS's partnership while still building ESCoE's unique brand identity and purpose.

The solution.

Conduct stakeholder interviews and understand the various user requirements. Develop information architecture so users could find the information they need quickly and easily. Utilise animations and microinteractions for a more engaging user experience.
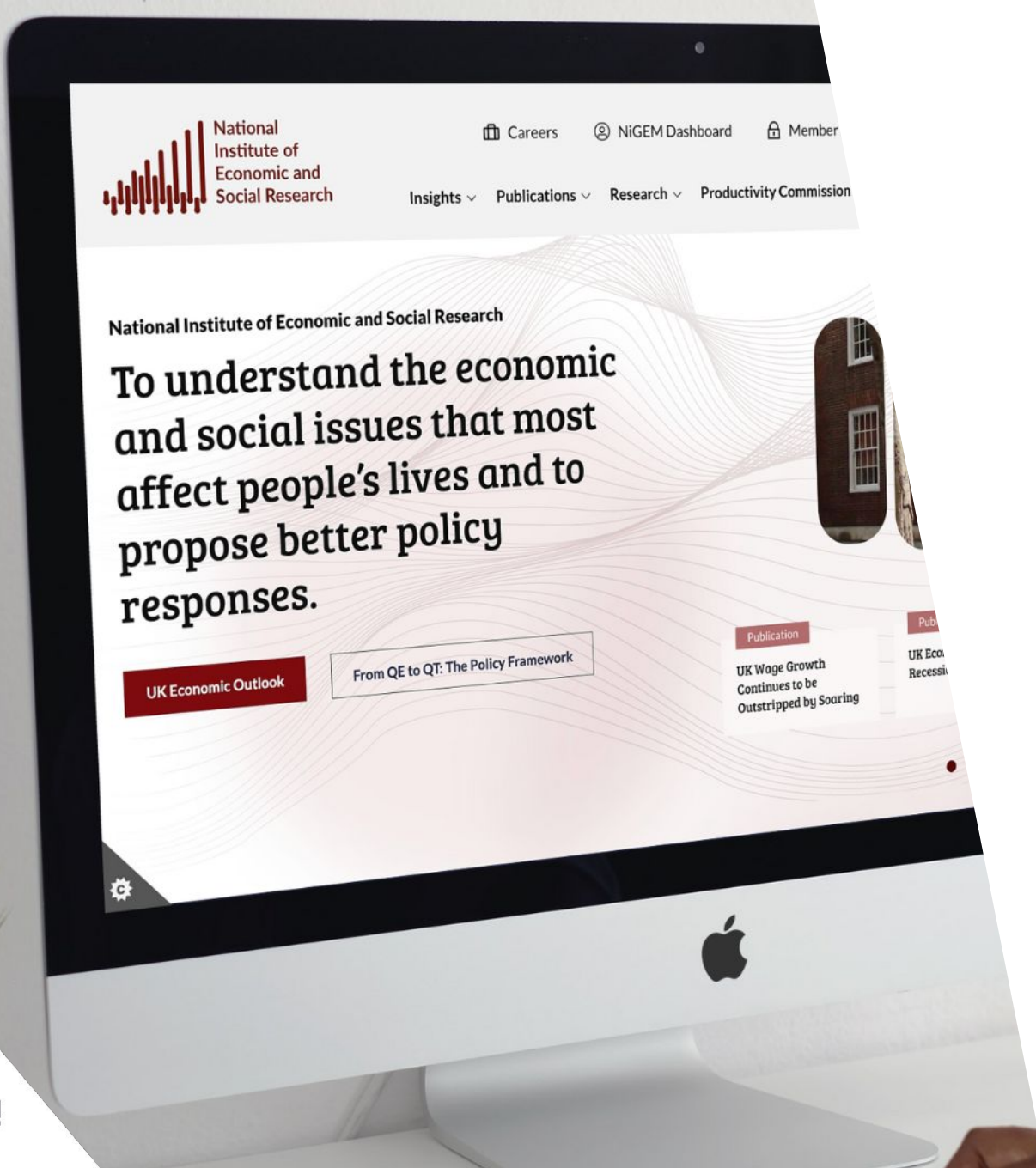
NIESR.

The National Institute of Economic and Social Research is Britain's longest established independent research institute.

The challenge.

Transform the website into something that is visually stimulating. Showcase NIESR's unique brand identity and depth of research with a simple, clear and compelling site structure and design.

The strategy.

Implement and onboard onto HubSpot's CRM and Marketing Hub to manage contacts, and unlock the power of marketing automation to save time, engage users and gain deeper insights.

Zettascale Labs.

Cambridge Open Zettascale Labs is a research institute dedicated to creating the most powerful supercomputer.

The challenge.

Transform the website into something that visually reflects the cutting-edge nature of the institute's research. Showcase its projects, publications and research team via a simple navigation structure.

The solution.

Interview internal and external stakeholders to understand user requirements. Create a sitemap utilising a simple information architecture to enable users to navigate the site with ease. Incorporate Zettascale Labs branding to create a visually compelling design. Test site out with users and iterate structure and design based on feedback. Launch site.

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Other clients...

Research Complex
at Harwell

UKRI National Quantum Computing Centre

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Our feedback.

Here's what our clients say about us:

"Seeing Contra's work with other institutions gave us peace of mind. It took away the doubt as to whether we could deliver something that was different and stood out from the other organisations in our field".

Communications Manager, Economic Centre of Excellence.

"We really liked how it the digital Summer Science Exhibition came together. You were really on top of it. It was progressing without us having to push because you knew our timelines. And we got the real sense your team were really into the project and you wanted to go that extra mile to make it work."

Head of Digital Marketing and Engagement, The Royal Society.

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Meet the team.

Developers. Designers. Marketers. The full package.

We have a super talented and diverse team from all corners of the globe. If you need technical developers to unlock the power of code, designers to create an unforgettable user experience, or marketers to showcase your research and tell your unique story, we're here to help you grow. Get to know our team by checking out our introductory video.

How can we help?

We are here to help you reach your marketing goals. If you have a web project or want to accelerate your marketing activities, let's have a chat.

Get in touch.

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Thanks...

for reading, let us know if you have any questions :)

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