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Scottish Design Company Rocks the Download Festival

AWARD-winning NSDesign rocked the Download Festival with its one-off website for Rock Radio receiving over a half a million hits in three days.

The popular station was broadcasting live over three-day long Download, held at Donington, and needed a site tailor-made for the event.

As 80,000 rock fans partied and watched bands ranging from Def Leppard and Whitesnake to Faith No More and Slipknot the NSDesign website attracted over 600,000 hits.

NS Design MD Gary Ennis, was delighted at the response to the site from the fans and Rock Radio.

He said:

“This was such a fantastic project for us to work on. Download is the biggest and best rock festival in Europe and to be able to play a small part in that for fans was awesome. We were commissioned by Rock Radio to build a dedicated portal for the festival, with news, photos, comments, lineup and links live streaming from their studio at the site and we managed to produce something for them that we are extremely proud of. “

Martin Kieley, Rockradio.co.uk editor, who ran the site from an office 200 m from the main stage said:

“Most of the guys in the 125 bands who played Download this year will tell you when it comes to writing a rock song, simplest is best. But it is not easy to achieve or there would be a million AC/DCs in the world and there is only one.

“NSDesign came in with the same attitude. We could all have tied ourselves in knots with the wrong approach but focused professional thinking allowed NSDesign to provide almost the perfect musical instrument for me and all I had to do was play it.

“They jumped on board the project very late in the day and it could have been a disaster. But because of their attitude and experience it was as much a success as Donington was itself – and to put that in context this was officially the best Donington ever!!”

During the Friday, Saturday and Sunday there were over 12,000 visitors to the site – with over 16,000 home page views; over 600,000 hits; 5,600 people listening online and just short of 1000 Twitter posts to the site.

Gary Ennis added:

““Just looking at the website stats and traffic received over the three days of the event was such fantastic feedback for us, and showed that our user-centric site that pulled in people’s twitter posts, text messages and photos was extremely well received.

“We thought the site was brilliant – especially as it was turned around in only two weeks from start to finish!”

Download, which has always been held in Donington Park, began as the legendary Monsters of Rock in 1980 before being revived by Live National a Download in 2003.

Over the three days of the 2009 event 80,000 rock fans watched the 125 world-class bands on four stages, including Def Leppard, Whitesnake, Faith No More, Slipknot, the Prodigy, ZZ Top, Korn and Limp Bizkit,

The RSL – restricted service licence radio station provided by Rock Radio is regarded as the focal point of the temporary community over the course of the event.

For further information on NSDesign visit the website: www.nsdesign.co.uk

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Notes to editors

About NSDesign

NSDesign has been helping businesses and organisations maximise their success online since 1999, and is now based at the award winning Hillington Park Innovation Centre.

The company designs innovative products and services that allow their clients to do things better on the web, ranging from initial domain name registration and web hosting, to custom web development, ecommerce systems, internet marketing and training, and deliver these solutions to a range of clients from start-up companies to government bodies and universities.

The focus is strongly on accessibility and usability, providing the tools to empower users with full control over their account, backed by in-house expertise to rely upon when required.