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Award-winning Design Company Reaps Benefits of “Working for Free”

AN AWARD-winning design company which held a controversial “work for free” day last year is already reaping the benefits of the decision.

NS Design decided that December 19th would be its Christmas present to other companies and worked the whole day for no fee at all.

In the cold light of a gloomy January with recession pending, Managing Director Gary Ennis, would happily do the same thing again.

He said:

“We didn’t actually set out to be controversial at all. The idea was to spread a little festive cheer helping out companies who were maybe struggling with the credit crunch or who were just looking for some advice on how to improve their web offerings.

“The debate which raged in the weeks after the announcement initially took us by surprise, however I stand by the decision and am happy to announce that in just one day we helped out over 30 individuals and organisations (a few of which were existing clients) and had a seriously good time doing so

“We may not benefit from any immediate “paid work” as a result of the efforts we went to, but those companies we helped out will certainly have us at the forefront of their minds when they do need the services we provide.”

The range of work carried out by the team at NS Design was pretty varied, with the company doing everything from adding some festive sparkle (custom graphics and backgrounds of a Christmas nature) to a handful of websites, to general “spam advice” and consultancy on bulk-emailing and ensuring legal compliance with regard email communications.

In addition NS Design conducted a number of site reviews, providing recommendations on improving design, usability and SEO, designed new logo concepts for a mobile-disco operator and online video production company, and setup a blog for a Cricket Club!

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Gary added:

“We also helped out several more companies with their various queries and not once did any of our team feel we were selling ourselves, the company, or the industry short. What we did feel was that we were opening up many new potential business opportunities for ourselves.

“2009 sees a decade in business for us and we are aiming to build on the strong foundations we have developed over the last ten years which culminated in us winning the "Outstanding Performing Business with less than 25 Full time Employees" - ROCCO Business Award.

“There are many challenges for us (and indeed all design companies) in the year to come but no matter how tough a year it is, when Christmas is approaching next year, I would not hesitate to offer another “work for free” day.”

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

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Issued by the BIG Partnership on behalf of NSDesign.

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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.