



Judd Associates in Anglian Water Direct Integrated Rebrand



Complete redesign creates comprehensive new look

Anglian Water Direct is a commercial business unit of Anglian Water Services Ltd, one of the UK's leading water and wastewater companies. **AWD** markets emergency insurance and environmental products to Anglian Water customers via a number of partnerships with specialist companies.

Judd Associates created a vibrant and contemporary looking new identity for **AWD** appealing to a consumer orientated customer base. Integrated with this dynamic identity has been a user friendly and intuitive CMS & content validation system enabling multi level access rights - administrator, user, super user etc. **Anglian Water Direct** can now engage with it's customers in a simple yet coherent way reinforcing its trusted strong links with the Anglian Water region community.

For more information, call **Jake Judd** on **01892 654154**



The Old Ambulance Station
Crowborough Hill, Crowborough
East Sussex TN6 2SD

T 01892 654154
www.juddassoc.com