

# Jacob Bromwell

## Website



### EXPERTISE PROVIDED

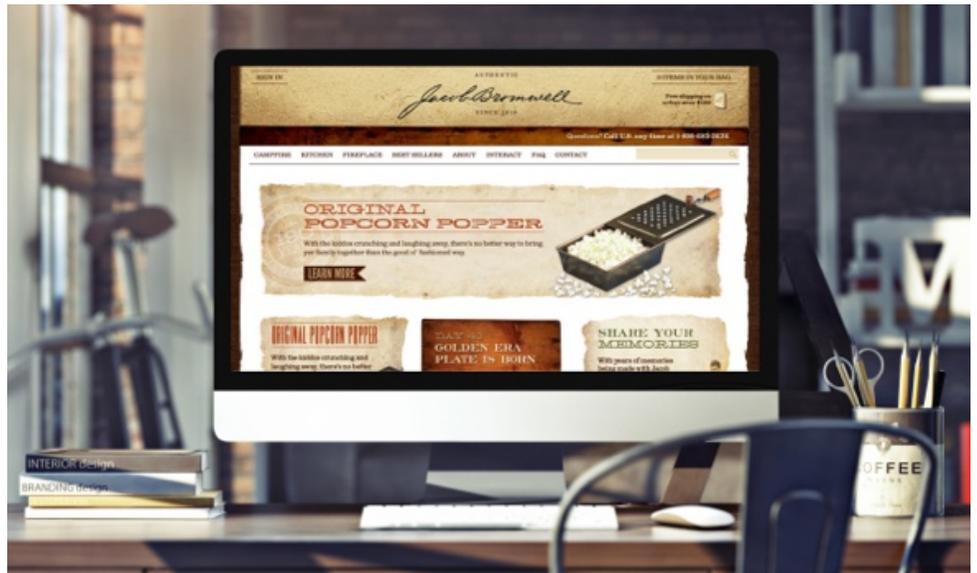
#### Design

- Web design
- UX design
- UI design
- Interaction design

#### Content

- Content strategy
- Content creation
- Information architecture
- Copywriting

After working with Crowd Favorite to develop a compelling brand identity rooted in their unique history and authentic manufacturing processes, Jacob Bromwell engaged us to overhaul their online presence to reflect their new look and feel.



### Challenge

Founded in 1819 by a frontier entrepreneur, Jacob Bromwell is one of the oldest companies in the United States, yet their brand was almost unknown. They needed help telling their story.

### Solution

Crowd Favorite reimaged JacobBromwell.com using a visual and verbal strategy inspired by the company's rich history and old-fashioned values. Textures familiar to American pioneers, such as burlap, leather, and wood were used, along with colorful storytelling, to create a consistent and engaging online brand experience.