



swemo

Live more than one life

SWAP

BID

Pomegranate lives more than one life

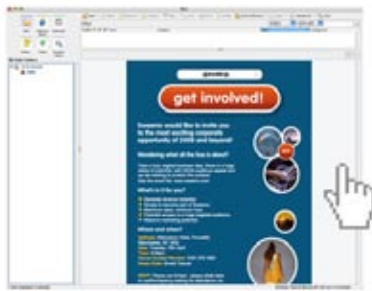
- Brand Creation
- Website
- CMS
- E-marketing
- Stationary
- Print
- Advertising

Sweemo is an online bidding community with life experiences at its heart. Users can bid or swap for 'moments' online, meet up and get involved. From skydiving to spa weekends, Sweemo has it all!

- Brand creation
- Online
- Direct mail
- Advertising
- CRM
- Exhibition

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The Brief:

Pomegranate was initially approached to create a website which would allow users to bid and swap 'moments' online. Bringing the web to a more personal level.

The concept was primarily to create a new online community which would actually 'do' things, rather than just talking and poking!

It was time for us to roll up the sleeves and get to work...

The Solution:

Sweemo is a brand all about life and experiences. At the core of Sweemo is the passion to inspire interest, activity and personal achievement.

The brand name 'Sweemo' was developed after an extensive naming process. It is the merger of the two words, sweet and moment and is friendly and phonetically easy to pronounce giving it global potential.

To create a site which reflects Sweemo's strong brand values, we decided it must be a visually stimulating website. The 'feel' is one of a friendly nature, yet exciting at the same time. Photography plays an important role in achieving this. All imagery on Sweemo includes more than one person, as Sweemo is all about getting together!

The coloured buttons and rounded site interface give Sweemo a very approachable character.

After an intensive design and development phase, Sweemo was finally launched in June 2008, it's time to live more than one life!



Brand creation



Online



Direct mail



Advertising



CRM



Exhibition

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The Results:

Sweemo has become an overnight success story, attracting big name advertisers within 24 hours of launch!

The Future:

Pomegranate continues to work with Sweemo, currently developing the second phase of the Sweemo site.

Pomegranate is also working closely with Sweemo on ongoing advertising and marketing projects.



Brand creation



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Advertising



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Exhibition



