

PSST...

Were you followed? We hope so! Welcome to U.N.C.L.E. Promotion Online, virtual headquarters for a team of agents whose mission it is to fight alternative crime, making the music industry a safer place in which to live.

READ MORE...



MISSION STATEMENT

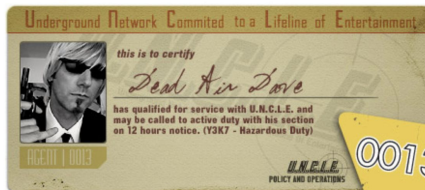
Our mission, and we choose to accept it, is to be an Underground Network Committed to a Lifeline of Entertainment, making a positive difference in the accessibility of alternative artists and labels primarily through effective radio promotion and grassroots marketing by providing honest, enthusiastic and strategic representation and support.

COMPANY BIO



It was during the so-called Alternative Explosion when Marc Kordelos left his job as West Coast Director of Alternative promotion at Columbia Records. There he had spread the word about a diverse and impressive array of artists: Toad the Wet Sprocket, Jeff Buckley, Alice in Chains, Neds Atomic Dustbin, Suede and Soul Asylum, to name a few.

Founding U.N.C.L.E. (Underground Network Committed to a Lifeline of Entertainment) - 1995; Kordelos turned from Columbia rep to Agent 001 status developing U.N.C.L.E. into a company that has grown to become one of the leading alternative radio contractor/marketing strategy companies in the US.



VITAL INFORMATION

Sex: Who's offering?
Age: Ahhhh, come on!
Height: 6'5"
Hair: blonde (when it stays)
Eyes: two
Rank: Special Agent 0013
Assignment: All Specialty Programming
Specialties: I make a mean omelette
Secret Move: The three point exploding palm technique
Licensed to Kill Since: 7/7/2006
of Kills: Do cockroaches count?
Last Known Whereabouts: Morro Bay, CA

BACKGROUND INFORMATION

Previous Assignments: KEBF, KDKB, KFSR, KKDJ, KEDJ, KPTY, KTAR, KZON, KHWD, KZSR
Training: California State University, Fresno and a masters from the school of hard knocks.

ACCESS INFORMATION

Email: deadairdave0013@mac.com
Phone: 602.300.8410

Related Links:

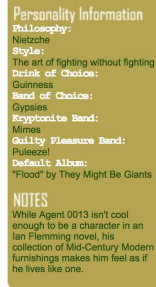


Challenge

Create a user experience that emphasized this music promotion company's quirky personality, without sacrificing clear and concise direction for visitors.

Solution

Playing into the spy theme (the company is named after "The Man from U.N.C.L.E.") I positioned key aspects of the writing -- from the navigational naming conventions to some of the editorial itself, as if the visitor as an insider, someone who has gained special access to the inner-workings of the company. Bios, for example, are written as dossiers.





New Website Help Guide

Welcome to the new and improved AKC website. Let's get you to the best information for your needs.

Please click on the link below that best describes you.

- I'm a Dog Owner
- I'm a Dog Breeder
- I'm a Dog Sport Participant
- I'm a Dog Sport Judge
- I'm an AKC Club Delegate

Video Webinar



New Website FAQ For Dog Owners

Below are some frequently asked questions about finding information on the new AKC.org website. If you have a moment, we encourage you to read the step-by-step instructions or watch the video to familiarize yourself with the structure of the new site to help you during future visits.

Select your device:

- Desktop Instructions
- Mobile Instructions
- Please note: Larger tablets will be similar to desktop/laptop and smaller tablets will be similar to mobile/phone.

Desktop Instructions

How do I find information about choosing the right dog for me?

Follow These Step-by-Step Instructions:

- Click on the top navigation section Breeds A-Z (screenshot)
- Select a relevant link under Choosing the Right Breed or Prospective Dog Owners (screenshot)

Video Instructions:

- Watch Demonstration

Quick Link:

- Find A Match Tool
- Answer These 5 Questions To Find The Right Dog For You

How do I find a list of small/large dogs?

How do I find information about dog training, health, and care?

How do I find puppies that are for sale?

How do I register my dog?

How do I find the right dog sport for me?

How do I find AKC training programs like CGC and STAR Puppy?

How do find the list of the most popular dog breeds?

Mobile Instructions

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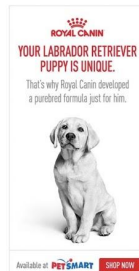
How do I find the right dog sport for me?

How do I find AKC training programs like CGC and STAR Puppy?

How do find the list of the most popular dog breeds?



Recommended For You



Challenge

Address navigation changes for multiple audiences following the redesign and relaunch of AKC.org, a website that includes dozens of sections and thousands of pages.

Solution

Our team created a Help Guide center that provided guidance based on the user type/persona: Dog Lover, Dog Breeder, Dog Sport Participant, Dog Sport Judge, Club Delegate. We also addressed user technology (desktop or mobile), and included one top-view video webinar.