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Creative Company completes new website for Pottawatomie Telephone Company

MCMINNVILLE, OR: Creative Company finished a new, mobile-friendly website for Oklahoma-based Pottawatomie Telephone Company (Potelco) at potelco.com. The website's design and structure began by knowing its purpose.

"We wanted our digital retail front to more accurately represent our company's leadership in the telecommunications industry," Matthew Overland, General Manager of Potelco stated. "And we wanted to show we offer the most advanced technology, even though we're a small, family-owned company."

With its clean, simple layout, the new website presents services in a welcoming format. The brand promise developed by Creative Company—talk click watch easy—with its modest icons speaks to simplicity and local support.

Strong visuals, easy to see buttons and clean menus offer separate paths for web visitors. New customers can choose what they want from the homepage. Dive deeper into the website and the content becomes more specific, answering questions often asked during the buying process.

Though Pottawatomie Telephone Company knew what they wanted, Creative Company brought their vision of simplicity, visual impact and local presence to life.

Overland credits Creative Company President Jennifer Larsen Morrow for a job well done. "Jennifer is a great person to work with because she's a great listener. This enables her to see the vision her client has and to execute the design."

"Thanks to Stephen Brown, our designer, and to a great client. We're very pleased with the final result!" offered Jennifer Larsen Morrow, Creative Company's president and the project manager for Potelco.





About Creative Company

For more than 35 years, Creative Company has provided brand strategy, development, design, management and optimization for clients in a wide range of industries.

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