



[www.bainultra.com](http://www.bainultra.com)

## *BainUltra — Website*

We have created a short Website video for BainUltra so people can “discover the benefits of at-home wellness and get a taste of what an Inspiration Bathroom is all about”. Our goal was to welcome people on the website with a visual video approach that would at once inspire them to go further on the website and make them want to know more about the concept and their products.

We also had to design two different web interfaces for distributors and consumers so they would both have a distinguished visual environment that would correspond to their needs.

Client Project Manager: Karine Poulin  
Creative & Account Direction : Guy LeBel  
Art Direction & design : Denis St-Pierre  
Concept & Copywriting : Pixel & Cie  
Website programming : O2 Web Solutions  
Photography : Marc Couture  
Video producer : La Cavalerie



