



NIGHTFORCE OPTICS  
Precision Optics

Sand, dust, mud, heat and cold are a few of the environmental challenges every Nightforce scope faces in its development. Every aspect is thoroughly tested, proven and tested again before they build a final product. Anything you can inflict upon a scope, you can be certain they've already done it first.

# NIGHTFORCE®

01

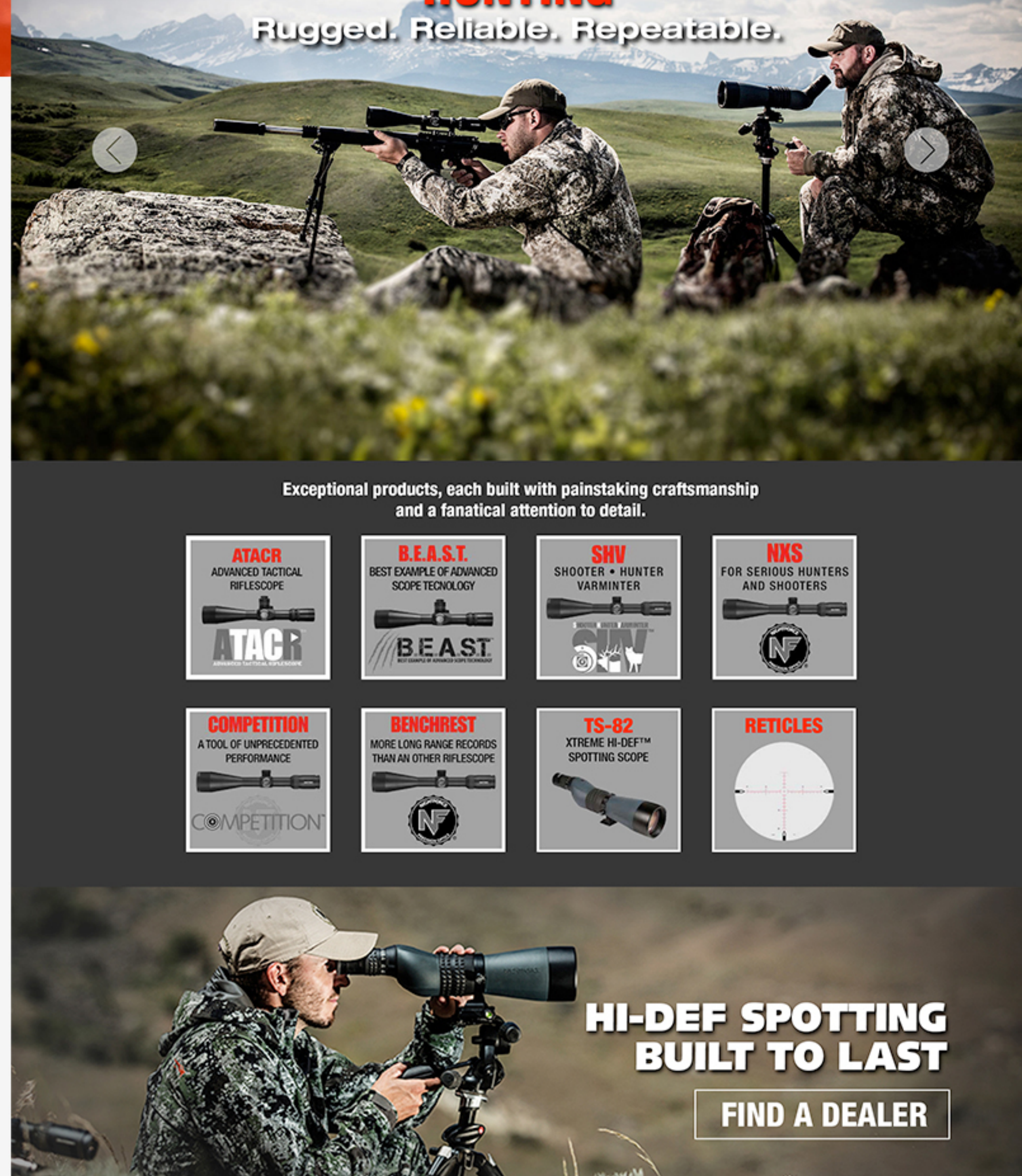
## WEBSITE DEVELOPMENT

When Nightforce Optics approached us, the main concern was that their current website was cold and austere. Our challenge was to find a way to add more of a personalized approach to the user experience while maintaining the same color palette. We made the site more inviting by choosing bolder lifestyle pictures that showed people using Nightforce products.



02

## WEBSITE OVERVIEW



Other solutions we employed include a mega menu system, a simplified and visually cleaner landing page, and the ability to navigate to desired products with a single click on the home page.

PRODUCT LINE



Redesigned product pages also add to user satisfaction, offering new product images for each model, a 360-degree viewer, lifestyle pictures, videos and access to product-related technical specs.

PRODUCT PAGE

03

## VIDEO SERVICES



Nightforce needed a wide variety of video products. We produced network TV commercials, product overviews, social media content, trade show content, product graphics and 360-degree imaging.

04

## DIGITAL PHOTOGRAPHY

