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## Background

Public dissemination of research findings is important for developing and improving the effectiveness of tobacco control policies and programs.

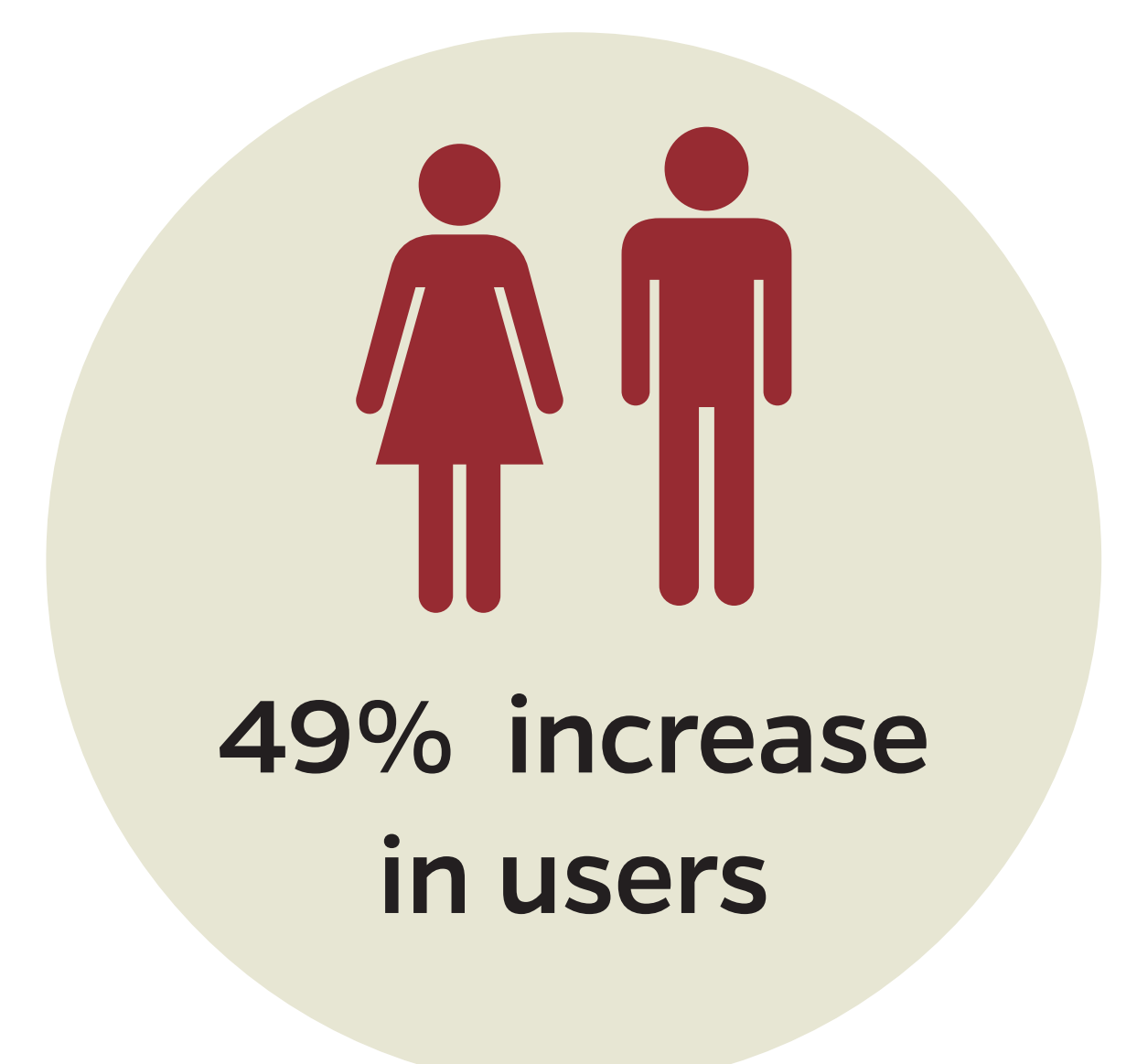
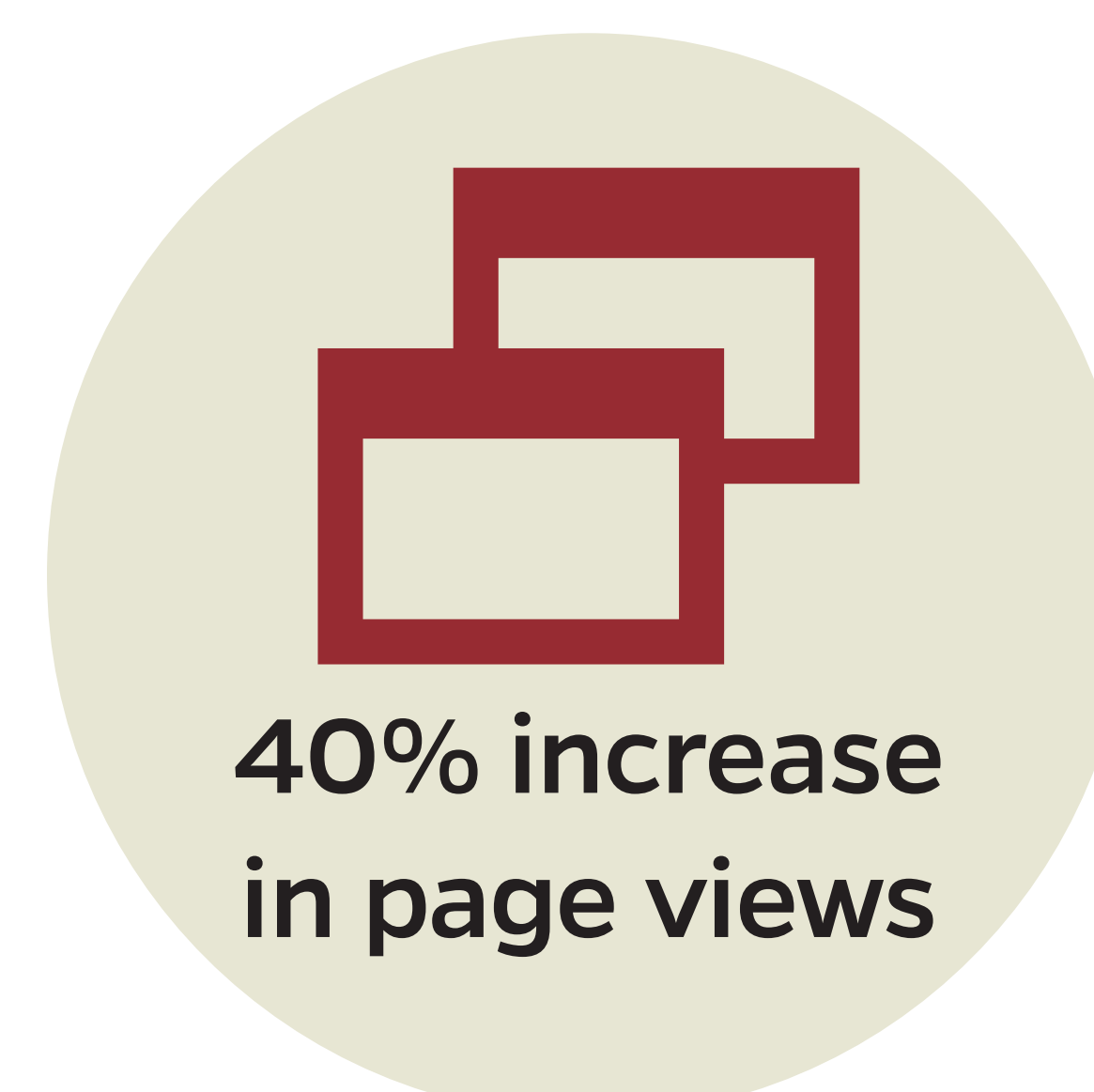
- Primary goal: To expand our main site, [www.globaltobaccocontrol.org](http://www.globaltobaccocontrol.org), into a comprehensive tobacco control resource and to update the branding
- Secondary goal: Maximize web traffic by cross marketing to different user populations (course users to resources and resource users to courses)
- Resources include: Online repository of cigarette pack photos, compliance guides, fact sheets, research reports and videos

## Approach

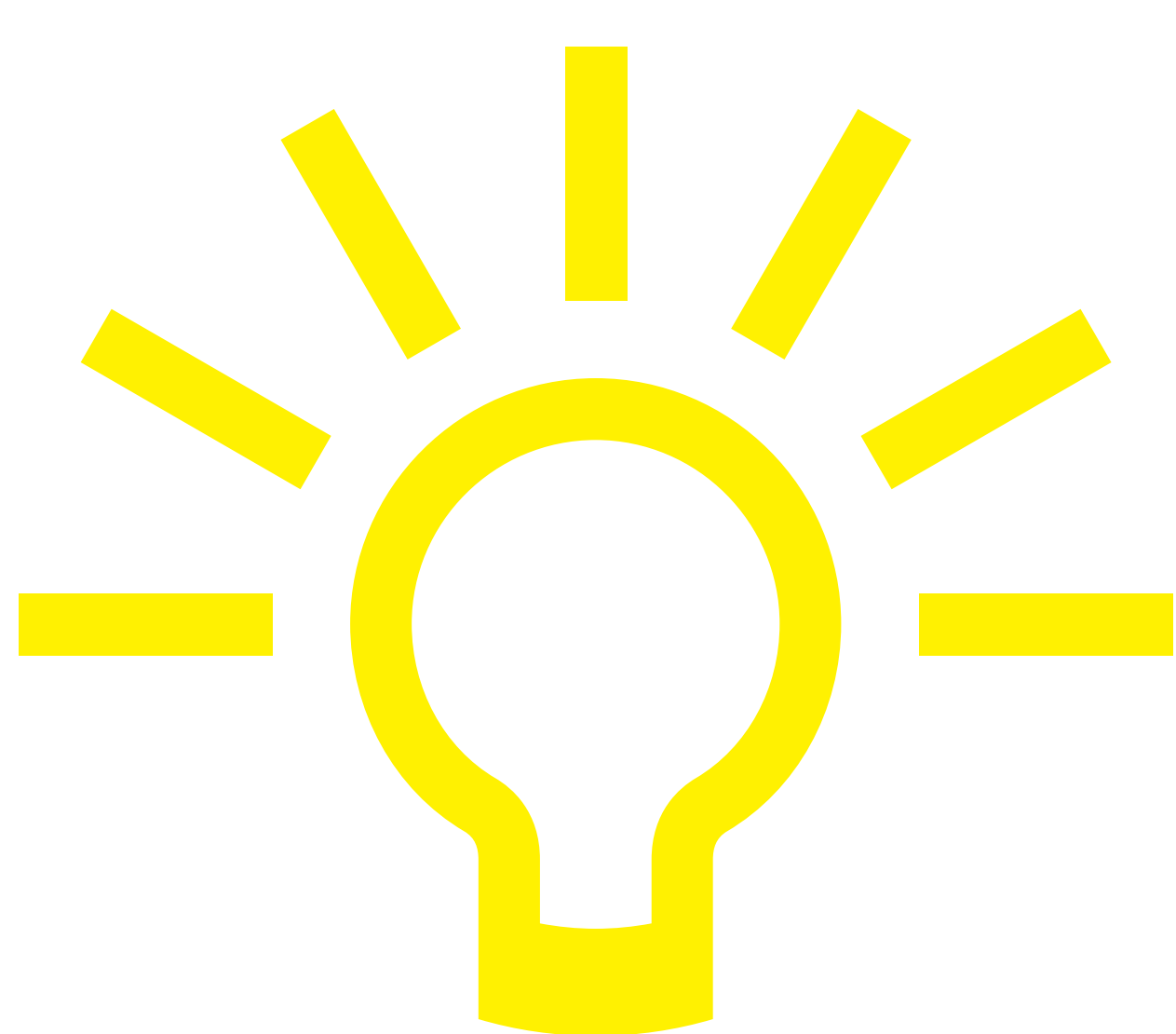


All products are consistent in tone and aesthetics and belong under the larger [www.globaltobaccocontrol.org](http://www.globaltobaccocontrol.org) umbrella, while still allowing them to be unique and have their own character.

Comparing page views and users from 2012-2013 to page views and users from 2013-2014 when the new design of the site went live, we saw:



## Conclusion



Updating design and branding was key to bolstering the overall presence of [www.globaltobaccocontrol.org](http://www.globaltobaccocontrol.org). It allowed for consolidation of various sites into one central hub and allowed us to maximize our web presence to be more effective in reaching our target audience.

Lessons Learned:

- Keep the design simple and flexible; unforeseen issues will come up and a simple structure will allow for simple solutions
- Have fun with the brand, use it to give your materials some character

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