



# Skive Creative Launches New Gary Rhodes' website

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*The new site is designed to build a community of food lovers and fans*

PR9.NET February 04, 2005 - Skive Creative launches the redesigned official website for master chef, restaurateur, celebrity, and author, Gary Rhodes. Skive has completely updated the design of the existing site, delivering a more mature and sophisticated look and feel. GaryRhodes.com comprises new features and regular updated content, including email recipe cards; events and news; and culinary tips. Additionally, the site will offer links to Gary Rhodes' product range with 'Typhoon' – a global houseware brand; Gary Rhodes' books, including his biography; and information about his restaurants. Skive has also take over the hosting and maintenance of the site.

Skive's Creative Director, Louis Clement, comments: "Gary's image has evolved in recent years as his image has become more established - presenting a mature and sophisticated brand. His online presence now needs to reflect this shift. Our art director worked closely with Gary Rhodes on the site's design. We incorporated strong imagery, using a stainless steel and black colour scheme that echoes the design of Gary's kitchens. A clear, concise layout and copy, replicates his no-nonsense approach to cooking."

Creating an online community was a central aspect of the site's redesign, as Russell Emanuel of Hungry Management explains: "Cooking is a social activity and we wanted the site's new content to reflect this by engaging users and encourage interactivity. Visitors can now download recipes that they can send to friends and family, as well as signing up for a newsletter, which details latest news, book signings and UK tours. The new site brings together all the different elements of cooking and now offers an informative and entertaining reference point for Gary Rhodes' fans and food lovers alike."

A second phase of the website will be launched in later in the year, which will include a photo album, diary and e-commerce application.

Skive has designed and built websites for Carlton Screen Advertising and the UK presence for the NFL, and maintains and runs the member rewards portal for Wanadoo. Skive has also designed and built a major online promotion for the UK's biggest selling cereal, Weetabix.

Other recent Skive campaigns include work for clients such as Sony Ericsson, PlayStation 2, Wrigley's X-Cite, AXA, NFL, BBC Five Live, Vodafone live!, Ladbrokes.com, Shiseido, NIVEA, and website wins for Freeserve, NFLuk, Firetrap and Butcher's Pet Care.

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## About Skive Creative

Skive Creative is one of the fastest growing digital agencies, with a strong reputation for developing engaging and effective interactive content. The company works with clients to assist them in connecting to consumers through engaging and innovative online content.

Other Skive Creative clients include: Centrum, Hawaiian Tropic, Sport Telegraph, Wrigley's, The Independent, 32Red.com, Royal Bank of Scotland, Teletext, Hallmark and adidas.

## About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in-depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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