

Building digital expertise and reputation

Studio 24 & Cambridge Film Trust

Background

With a thirty year history the [Cambridge Film Festival](#) is a major cultural event in the East of England. Run by the [Cambridge Film Trust](#), a local charity dedicated to promoting film and its culture, the Film Festival strongly advocates embracing technology for the presentation of films. In 2006 this extended to incorporate new developments in web technology through initiating the restructuring of Cambridge Film Festival website. A partnership was initiated with web design and development specialists [Studio 24](#). The locally based organisation agreed to offer in-kind sponsorship and support primarily for the Festival website and later for a separate website for the Cambridge Film Trust.

Aims & Objectives

The Cambridge Film Festival, recognised by the Trust as the highlight of its year-round programme of activities, offered both the Trust and Studio 24 an ideal opportunity to widen the audience and promote their products and events too. By collaborating with a cutting-edge web developer the Cambridge Film Trust aimed to build their marketing expertise be able to take advantage of online tools to promote the Festival and increase e-ticket sales. For Studio 24 the partnership provided the window of opportunity to increase their exposure as the leading web design and development agency in the region. The agency sought wider recognition of its competency in designing, building and managing effective websites whilst simultaneously attracting new business opportunities.

Partnership

The five year partnership made between the two organisations provided stable support for the Trust and allowed the website to develop gradually on a year-by-year basis. The nature of this long-term relationship nurtured a strong rapport between Studio 24 and the Trust. Given the disposition of Studio 24 as a small business entity, the extent of their investment in the website was substantial. Yet, the web design agency was able to benefit from the exposure they received, increasing customer awareness of the services they offer and demonstrated its support for the arts and the local community

Impact & Outcome

Since partnering with the Cambridge Film Trust Studio 24 has grown rapidly; the company's annual turnover and staff size has doubled, allowing the business to gain a stronger footing in the regional marketplace and establish itself as the leading web agency.

For the Trust, the development of the websites has engendered a growth in ticket sales and greater awareness of the Festival. The event now sells over 14,000 tickets annually while visitors to the website in 2009 were nearly four times that of 2008.