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# UNISON LAUNCHES REVAMPED WEB USER INTERFACE FOR NOTHING BUT NETS

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Unison Agency, a leading Washington, DC-based brand and digital agency, announced today the launch of the revamped website for [nothingbutnets.net](http://nothingbutnets.net), the UN Foundation's Nothing But Nets campaign, commemorating their five year anniversary. The nonprofit campaign is dedicated to raising awareness and funding the fight against malaria in Africa. Through their efforts, a donation of only \$10 will send an anti-malaria bed net to those who need them most in Africa.

Nothing But Nets wanted an enhanced web user experience (UX) and user interface (UI) to reflect how much the campaign has accomplished since its inception, while envisioning where they see the campaign five years from now. The resulting website is easy to navigate, and features the campaign's signature orange and the UN Foundation's well-known blue. Additionally, the new web portal incorporates tools such as social media feeds and the Nothing But Nets campaign toolkit. Nothing But Nets aims to increase awareness of this important cause and engage with a range of audiences while maintaining the campaign's core message.

The result is a compelling digital platform where the vision of Nothing But Nets is presented through an imagery-rich layout highlighting the impact of each donation. With each visit, users can view the live 'Net-O-Meter,' which keeps an up-to-date count of the nets donated. The meter reflects the campaign's overall effectiveness while taking a look into what life is like for those fortunate enough to receive a bed net. Moreover, while users are tracking how many nets have been sent, they can make their own donation and watch the 'Net-O-Meter' count increase.

"The UN Foundation's Nothing But Nets campaign has had a profound effect in funding and fighting malaria in Africa over the past five years," said Julius Talvik, creative director and co-founder at Unison. "We were thrilled to be able to contribute to the campaign as it has had such a lasting effect on the lives of so many. The new Nothing But Nets website design will serve as a valuable tool to inform the public about their cause and empower visitors to act."

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## ABOUT NOTHING BUT NETS

Nothing But Nets is a global, grassroots campaign to raise awareness and funding to fight malaria, a leading cause of death among children in Africa. Nothing But Nets provides everyone – students to CEOs, bishops to basketball players – the opportunity to join the fight against malaria by giving \$10 to send a net and save a life.

For further information, please visit [www.nothingbutnets.net](http://www.nothingbutnets.net).

## ABOUT UNISON

Unison is a full-service brand and digital agency that develops integrated solutions by combining strategic, creative and technological capabilities to advance our clients' brands across all touch points. The agency fosters enduring customer devotion by creating digital brand experiences that bridge the gap between offline and online interactions.

Unison strives to create rich, engaging and truly emotional experiences in the digital realm. By combining high-impact media and seamless usability with the latest technology in e-commerce, social networking and digital mobility, Unison designs online brands that are multifunctional, multi-sensory and multi-platform.

Unison has experience building powerful brands across a wide range of industries, including financial services, government, food service, retail, manufacturing, real estate, pharmaceutical, fashion, entertainment/media, consumer packaged goods and beauty products.

Over the span of a nearly a decade, Unison has worked with clients in twenty-seven countries around the world, demonstrating its belief that artfully designed brands are universally engaging and transcend cultural and linguistic boundaries.

For further information, please send us an email at [info@unisonagency.com](mailto:info@unisonagency.com) or call 202.337.7887.