

## Brooks Pierce Website Wins Multiple Design Awards

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Brooks Pierce is excited to announce that its updated website, which launched in May 2021, has recently received multiple design awards.

The website received the “Best in Class” award from the Interactive Media Awards, an industry-leading international competition that recognizes the highest standards of excellence in website design and development and honors individuals and organizations for their outstanding achievements. The judges evaluated Brooks Pierce's website based on five criteria: design, content, feature functionality, usability and standards compliance.

Graphic Design USA (GDUSA) recognized Brooks Pierce with the 2021 GDUSA American Graphic Design Award. The competition is open to creative professionals across all types of media. Overall, the competition received more than 10,000 submissions, and a highly selective 10% were selected as winners.

The Brooks Pierce website also received the “Innovator Award” from the 2021 Summit Emerging Media Awards. The competition was highly competitive, with over 1,000 entries from 11 countries; only 7% of entries received recognition. As a winner of the "Innovator Award," Brooks Pierce's web design work scored incredibly well with judges in the categories of method, innovation and information.

"We are thrilled that our website, a key component of our marketing efforts, has been recognized and received such prestigious awards from some of the leading web design competitions," said Jennifer Griffin Scotton, Brooks Pierce's director of marketing & business development. "We purposefully designed our website to be more user-friendly, informative and engaging, and these awards demonstrate our successful achievement of those goals."

The website includes enhanced search features, expanded practice area descriptions and a new format for attorney bios, highlighting each attorney's experience and personality. The website also promotes client wins and showcases Brooks Pierce attorneys' unique career paths and backgrounds.

### PEOPLE

Jennifer Griffin Scotton