

Case Study:

ANIMOSQUE

About

When Donna and Claire launched their new business, Animosque, they knew a website would be essential to establish credibility and get their brand out into the world. As a completely fresh company, they were starting from scratch, no colours, fonts, or even a clear idea of what the website should look like. That's where KopyKat came in.

The Experience

Donna describes working with KopyKat as "super easy, so easy to work with, patient and professional." What surprised the team most was how straightforward the process felt. "We literally had no idea where to start! The initial meetings with Kate and her input and guidance made it so much easier than what we thought it would be, as we had no idea what we actually wanted!"

By sharing examples of different websites, suggesting design directions, and helping refine everything from colour palettes to fonts and logos, KopyKat made the process collaborative and stress-free.



The Result

The impact of the new website has been immediate. For Animosque, the biggest difference has been the confidence to showcase their brand online. "We're super proud of it," Donna says. "Clients are contacting us through the site, and even family members are sharing our details."

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DONNA, FOUNDER