

# TURN UP THE HEAT

## Macquarium Energizes AGL Resources with an Award Winning Web Site

### THE CHALLENGE

Present the 150 Year Old Gas Company in a New Light

AGL Resources seeks to be the preeminent distributor of natural gas on the east coast. Its core distribution business is supported by pipeline operations, storage facilities, and an asset management company. In 2004, the acquisition of NUI extended AGL Resources' footprint from Florida to New Jersey. Through its many subsidiaries, the company now touches nearly 2.2 million customers in nine states.

To energize its online image, AGL Resources turned to Macquarium for help in meeting two objectives:

- 1 Give the corporate Web site the look of an energy industry leader.
- 2 Make the rapidly growing company's site easily updatable with the latest information for consumers, investors, job seekers and analysts.



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### THE SOLUTION

Highlight News & Community Roots

Macquarium led the AGL Resources team through a branding workshop and information gathering session. To highlight the company's pride in its community programs, Macquarium designed a new home page that prominently features a graphic titled "We put our energy here" and encourages visitors to go to the Community Relations page. The home page is constantly refreshed with news, investor information and webcast promotions.

For easy updating, Macquarium re-architected the back-end of the site, migrating to a .NET platform to comply with new company-wide standards. Macquarium created XML feeds to bring up-to-date investor relations information into the site.

The AGL Resources site won a WebAward for best Energy Web site from the International Web Marketing Association.

