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# minutes with sam ramlu & eugene eastlake from method studios

Interview Louise Lawton

**Q.** Who are you, what do you do?

**A.** We founded Method Studios about six-years-ago after seeing a gap in the market for interactive work that was both smart and creative. Sam heads up client services while Euge is in charge of creative. We work closely together on overall strategy and ideas generation. We work with clients directly as well as small-to-medium-sized agencies who need the full gambit of interactive services, but just don't need or have the ability to set up a whole department. We do everything from banner ads and html emails to interactive Flash sites, games and kiosks.

**Q.** What are you working on now?

**A.** Actually the one project we're working on at the moment that we're really excited about is our own CMS. It's really going to revolutionise how we create

dynamic Flash websites without compromising creativity and functionality. We're also just putting the finishing touches on an online Moccona consumer promotion and starting an augmented reality project for a client.

**Q.** What recent work are you particularly proud of?

**A.** Our first project for Sara Lee - the Moccona website ([www.moccona.co.nz](http://www.moccona.co.nz)). This, we think, is a great example of a brand site that is creative and interactive yet user-friendly. It embodies the brand without being just another rehash of a TVC or print ad - which still happens far too often with online campaigns. While not recent, the Predict Weather widget is also a fantastic tool we developed that continues to get numerous downloads and great feedback ([predictweather.com](http://predictweather.com)). We also love

our own website ([methodstudios.co.nz](http://methodstudios.co.nz)), launched in February.

**Q.** What's your favourite design medium or designer?

**A.** We'd be crazy not to say online! But in all seriousness the web is such a fantastic environment with never-ending possibilities and opportunities - you can get the richness of TV with the interactivity of a game, or an intricate DM piece with immediate engagement and results, you can create a story or have your customers create it themselves. No other medium has such flexibility. It's also ever evolving - we're always kept on our toes by the latest technology and new possibilities. Augmented reality is such a buzz term at the moment but give it a few months and something else would have taken its place. Our favourite designers in the web space would be R/GA and Big Spaceship. **pdj**

01\ Method Studio's online work for fashion brand Ashley Fogel.  
02\ An online project for Moccona.

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