

## Targeting a Vibrant Young Energy

Tippmann Sports LLC is the leader in high-performance paintball products. The company prides itself on producing quality, durable paintball markers and accessories for serious players.

Serving such an active customer base, Tippmann needed to have a Web site that

reflected the paintball experience. A second goal was to drive repeat visitors. The company teamed with Brady Communications to redesign, develop and support its site, adding new features to boost interactivity.

New Flash animation created visual excitement and energy. Users were introduced to Tippmann's online forum, a place for devoted customers and paintball fans to exchange ideas. Also added were on-line contests,

including one where users could upload their photos and share stories about their experiences with Tippmann products. And to make sure that those users can always access information about Tippmann, Brady provides Web hosting and content management services.

As a result of the Web site redesign, Tippmann has seen its online community grow more than 36,000 members each month.

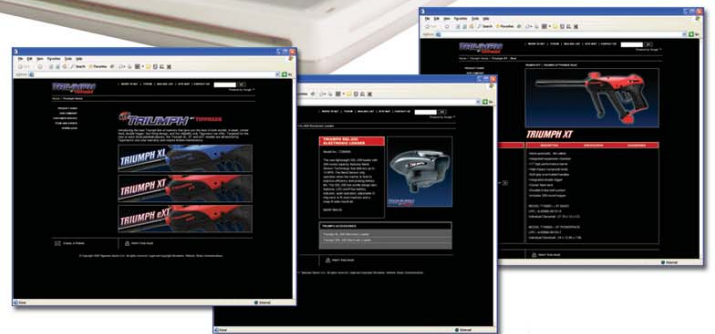
### Tippmann Website

Brady Communications helped Tippmann strengthen its on-line paintball community, creating a forum where users could share their experiences with the manufacturer's product line.



### Tippmann Website Downloads

To create repeat visitors the redesigned Web site featured an area where users could download stickers and screensavers.



### Tippmann: Triumph Markers Microsite

When Tippmann introduced its new Triumph product line, Brady created an area on the Web site to help launch the brand.

### Tippmann Trailer Graphics

The paintball marker manufacturer sponsors a number of field events each year. With Brady designing the graphics for its trailer, Tippmann could show up at the events in style—and in brand.

