



We build and execute better digital marketing solutions for export-focused companies that require a globally competitive brand and an online presence that drives traffic, converts leads and achieves business goals.

LOCATION Barbados, West Indies

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DIFFERENTIATORS

- Our boutique sized team is talented and well trained.
- Team members are responsive and have quick turnaround times.
- We provide large agency quality at a cost-effective investment.
- We focus on analytics and creating results-oriented solutions.
- We live and breathe our ethos:
Passion + Function + Creativity = PixID Way

MANAGEMENT TEAM

DEIDRE BRATHWAITE, MBA

Co-Founder & Managing Director

- Digital Marketing and Social Media Lead
- Trained new media professional with eight years demonstrated expertise in creatively directing and managing integrated digital presences for Corporate and SME clients, using paid, owned and earned media, which align with stated organizational goals and objectives.

PRINCE BAZAWULE

Co-Founder

- Design, Development and Innovation Lead
- Prince is a designer and developer with approximately ten years' experience and winner of multiple, Gold and Silver, ADDY Awards. With a focus on UX and UI, he has designed and developed digital solutions for clients in USA, UK and the Caribbean.

OUR APPROACH

- Review current presence and defined organizational goals
- Research target audience and competition
- Brainstorm concepts and ideas
- Prepare functional and creative solutions
- Iterate and implement the chosen solution
- Analyze results and optimize to achieve agreed metrics

OVERVIEW

PixID Inc., a multi-award-winning boutique digital marketing firm, which commenced operations in 2011, has experience in creatively directing, optimizing and integrating web and social solutions, to strengthen our client's brand message.

We produce quantifiable results for clients within the Caribbean and beyond by applying an integrated approach of paid, owned and earned resources.

Our size and select client base allows us to dedicate the TIME, CREATIVITY and FOCUS to discover what makes our client unique, focus on innovation and draw from our rich UI +UX experience to ensure delivery of digital solutions that convert visions and ideas into reality.

SERVICES

- Custom Web Design & Development
- Website Marketing & Conversion
- Social App Development
- Corporate Branding
- Social Media Strategy & Execution
- Digital Marketing Strategy & Execution
- Copywriting optimized for search and social

OUR CLIENTS

- Barbados Bottling Company (BBC)
- Caribbean Export Development Agency (CEDA)
- Capita Financial Services Inc.
- Cover Drive
- Mango Bay Group
- Organization of American States (OAS)
- Preconco Group
- Sagicor Life

AWARDS

2017 SILVER ADDY AWARD

Category: Responsive Design

Client: Caribbean Export, Project: LINK Caribbean

2017 SILVER ADDY AWARD

Category: B-B or Microsite

Project: 50 in 50

2012 GOLD ADDY AWARD

Category: Interactive Media Outlets

Client: Mango Bay Group, Project: Waterside Restaurant