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WEBSITE OF THE DAY - Sprint's Pre promo

A softly softly approach to the hard sell

by Ian Hughes published on 15 April 2009

If you absolutely have to have a promotional website for a new product, why not take a leaf out of this lot's book?

Essentially just a gratuitous plug for the forthcoming Palm Pre, it manages to grab your attention and not let go by the use of all too familiar on screen widgets.

A familiar tool in an unfamiliar setting

We like.

now.sprint.com/nownetwork

If you have a website that you want to tell us about email us via the feedback form.

