

advertai marketing

FEATURED CLIENT



PROJECT OVERVIEW

A modern digital presence for a social-first media company

Totem Global is a digital media company helping brands, creators, and media businesses grow through content, platforms, and audience strategy. The redesign focused on giving the brand a more polished digital presence while making their services easier to explore.

What We Do (and Do Well)

From high-impact consulting to hands-on channel management, Totem combines content expertise, operational firepower, and business strategy to deliver the team, tools, and playbook you need to scale smarter and grow faster.

- Consulting | Strategic playbook for digital leaders
- Channel Growth | Real-world expertise, end to end management
- Studio | Data-backed content built for scale
- Distribution | Next-gen audience expansion
- Brand Partnerships | Creative content that drives results
- Digital Rights Management | Protecting and monetizing IP at scale

EXPLORE >

PROJECT SNAPSHOT

	CLIENT	Totem Global
	INDUSTRY	Digital Media
	PLATFORM	Wix Studio
	SCOPE	Website Redesign + Custom Velo Development

THE GOAL

Create a cleaner, more modern website that reflects Totem's credibility and energy. Improve clarity across service offerings while building in custom functionality that enhances the experience.

WHAT WE DELIVERED

Website Redesign
Modern layouts and stronger visual hierarchy.

Custom Velo Features
Bespoke interactions tailored to the brand.

Scalable CMS Structure
Easy content management for ongoing updates.

Brand Partnerships
Your brand, our audience, real results.

6T+
Minutes Of Watch Time

We activate brands through your channels, our channels, global platform partnerships, and the creators we work with - whether through a single creator or our full portfolio. We also build brand channels from the ground up, crafting content that connects, engages, and delivers real impact.

- Sponsored Series
- Seamless Brand Integrations
- Immersive Channel Takeovers
- Branded Shorts
- Targeted Amplification & Commerce

Studio
Original content. Built for scroll, scale and impact.

Totem Studio creates platform-native originals. Lean teams, low cost, high output. We develop IP that performs across digital, streaming, FAST and Linear, from docu-comedy to creator-led series.

- Originals
- Branded Entertainment
- Creator Collaborations
- Shorts & Social Video

CUSTOM FEATURES

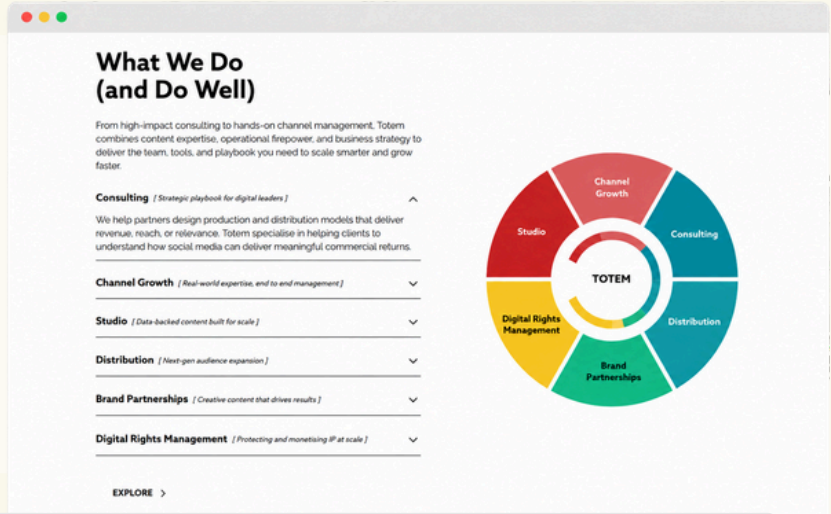
Three Custom Features Built For Totem

Custom Wix Studio + Velo functionality designed to improve navigation, interaction, and content management.

01

Hover-Expand Service Diagram

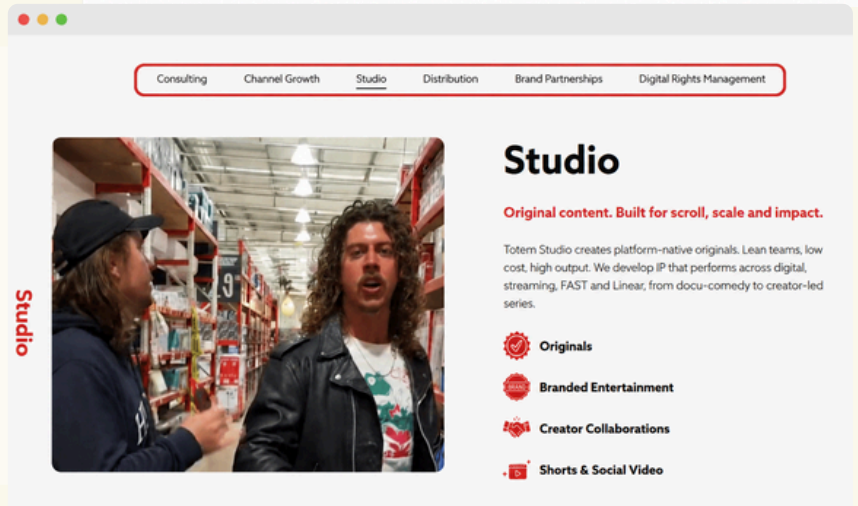
A custom accordion interaction that expands on hover to make the service ecosystem easier to explore.



02

Interactive On-Page Menu

A custom service menu that jumps to each section while updating the pinned text and menu color.



03

CMS-Connected Jobs Board

A CMS-connected careers board for adding and managing open roles.

