

Eminent Australian Music Director's 'Flying Kite Studio' Flies High with Brand New WordPress Website!

Fast Facts

Client Name: Gerard John

Company: Flying Kite Studio

GetFriday Task Request: Design a new WordPress website

Techie: Rajesh Roshan

Time Taken For Task Completion: 1 Week

Background

Gerard John, a GetFriday client since 2015 is an eminent Australian Music Director, Disruptive Technology Investor, Film Producer, Actor, Composer and Performer and heads the creative media investment company, **Flying Kite Studio**. The studio was established to help technologists, filmmakers and music artists with technology financing, original music production and soundtrack creation for films, television and commercials and securing film finance.

Did You Know?

- ✚ Gerard John is a full-time Music Director, Film Producer, Actor, Composer, Disruptive Technology Investor and Performer. He has been creating waves in the Australian and Indian music industry.
- ✚ He has a repertoire of 100 songs, CD sales beyond 16 million units and eight number one hits.
- ✚ He has also emerged as a forerunner in merging new business trends with popular music culture.

The Challenge

Ever since Gerard founded Flying Kite Studio, he wanted to build a **clean, responsive website** to showcase his service offerings and his projects to his clients around the globe. However, with his erratic schedules and the additional pressures of handling a newly-formed company and a team, he didn't find the time nor did he have the in-house expertise to build a website for a couple of years. To make matters worse, finding website developers was becoming increasingly difficult. The company operated without a website and as a result, suffered poor visibility, despite Gerard's efforts to secure new projects. A timely recommendation to utilize

GetFriday's services from a friend brought a positive change to Flying Kite Studio's visibility and growth.

Quick Action & Response

Gerard signed up with GetFriday and his task request was duly transferred to the [Website Design and Development Tech Team](#) at GetFriday. The team not only took care of Gerard's task request to build his first website, but also made suggestions on what would work best for his business, in conjunction with his 'service' offerings. The Tech Team at GetFriday worked on an amalgam of 'Renew 8' and 'Integrity 8' WordPress themes for Flying Kite Studio and promised Gerard a seamless cross-device experience. GetFriday's able Tech Team transformed Gerard John's seemingly complex ideas into a breeze and set up the WordPress website with a powerful framework and flexible plug in options. Most parts of the website were customized to suit Gerard's business requirements, i.e. adding the Flying Kite homepage video with music, while incorporating various colors schemes and suggesting a unique homepage layout was the Tech Team's idea.

The End Result

Gerard John's website task request came in the first week of April 2015 and was completed within 1 week. In a matter of three months –

- His company secured a deal with Qantas Airlines and Gerard's track, *Language of Love* was featured on the in-flight radio pop desi program.
- Flying Kite Studio presented Michael Carrattini's new film, "*Unspoiled*"
- Flying Kite Studio presented the Paul Rickwood Film, *Tendenza Ad Amar*, in which he was also featured.
- Gerard partnered with the **American School Of Milan** to take special classes

Apart from the projects mentioned, Gerard is currently working on a gamut of noteworthy projects for the upcoming year and he attributes this to the increased visibility of his business, owing to his new, mobile-optimized, compelling WordPress website. The projects include (but are not limited to)-

- A feature length, high-action drama Film '**R.A.W**' to be shot in Mumbai, Shanghai , and London in 2016 / 17.
- The development of a new online audition platform called "**Flixworks**" for Apple and Android platforms.
- The formation of an all-girl pop group called "**Shebah**" which is underway.
- A short Film titled "**Reflections**" in Scotland.

For inspiration and more information, take a look at the brand new **Flying Kite Studio website** and Gerard's offerings right [here](#).

Endless Possibilities:

Team Flying Kite Studio is now developing further web interests and is looking at developing multiple sites with various social media and other analytical functions. They are planning to utilize GetFriday's help again in the future.

“Glad your efforts make us feel like you are on our team too! Thank you for your on-going patience, co-operation and support throughout! The possibilities with GetFriday are endless!” – Gerard John, Music Director.

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