

Name Your Hood project to showcase Cape Town's neighbourhoods

Bluegrass Digital was tasked with the strategy, design and implementation of the ground-breaking [Name Your Hood](#) project which launched during 2011. The project aims to inject some personality into Cape Town's urban areas allowing users to get come up with names for particular neighbourhoods in the city and vote against these. The idea is to inspire debate and get people thinking about what makes their areas special amongst creating identity to these areas.

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The campaign has been in the works for some time, but after some development hiccups with the original partner, Bluegrass was called in to take over management and redesign the campaign website. The goal for the agency will be to make sure the website is fully scalable, and flexible enough to handle functional requirements for each campaign in the future. To do this, Bluegrass implemented the site using the Umbraco Content Management System, which - among other things - will allow the implementation of Google Maps features to be managed by the client.

Bluegrass' New Business Director Nick Durrant says that he hopes the Name Your Hood campaign will eventually move beyond the boundaries of Cape Town, and that the team will be working closely with Name Your Hood after it launches. "The next big campaign is the renaming of the hoods in Gugulethu which begins in a few months' time. This is going to run in conjunction with a street renaming process being handled by the Western Cape government...We are looking to integrate Xhosa language version amongst some other exciting components!"

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