

webbusiness

CREATIVE SHOWCASE

The Web Company  
LeftClick  
BKA Interactive  
Adhesion  
Doubleclique

Viva la revolution! With the nature of business changing almost before our eyes, it's time to take it online—or be left behind.

**H**ow long do you intend to stay in business? A year, ten years? Maybe even 20 or more? If the exponential changes of the past two decades are anything to go by, you have a lot to look forward to.

Twenty years ago, being in business was a very different beast. While the internet did exist, the world wide web—a way to link sites and search them via a browser—was just being developed. Offices had packed up the Telex machines a few years earlier and bored workers were now faxing each other cartoons and jokes (LOLcats were but a distant dream). Fax broadcasting was also an effective marketing tool, as we wouldn't get our own email addresses for a few more years, in the mid-90s.

By then, only giant corporates had websites and the phrase 'surfing the net' was new and clever. Next, ecommerce really took off, give or take a little anxiety about sending your credit card details into 'cyberspace'. Life was already changing fast.

It's hard to imagine a world without Google, but it was born little more than ten years ago, just before the turn of the century—and Google AdWords along with it. The online world was coming up with innovations thick and fast now. After the near-miss of the Y2K bug came the invention of blogging, and Web 2.0 was all the rage, but no one had yet heard of social media. Then MySpace, You Tube and Facebook emerged in the middle of the decade and Twitter burst onto the scene a mere two years ago. Marketing your business was now a far cry from the simpler days of 20 years ago.

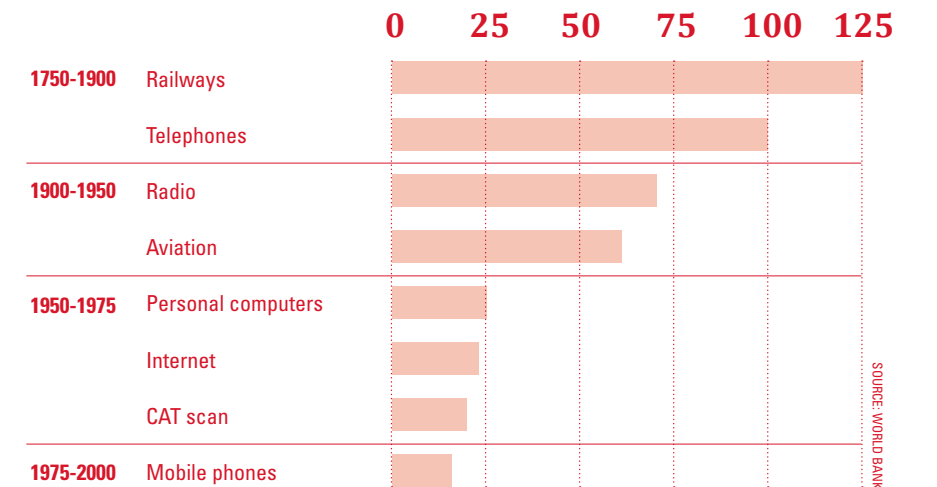
Today, the recent recession means more companies are doing more business online. Thanks to the web, businesses have launched into new markets, developed new marketing tools and improved efficiencies.

With the online world accelerating at such a pace, you need to ensure you're not left behind—and not just today. Who knows where the online environment will be next year, let alone in a decade or two? If you don't keep up with the times, you may as well stick with the Telex machine.

According to New Zealand Trade & Enterprise document *Planning for Success*, "It goes without saying that unless you plan what

### Quicker on the uptake

The world is embracing new trends and technologies faster than ever. Are you staying a step ahead?



Number of years after invention for selected technologies to reach 80 percent country coverage

your business is going to achieve it is difficult—if not impossible—to manage it effectively. It is therefore good practice to get into the habit of regularly thinking about the future of your

doing business online remains largely unexplored and often mysterious. So *Idealog* has invited online business experts to share their success stories and show the way forward.

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business and to write down your key objectives and how you intend to make them happen.

"Your business success depends on your ability to supply a product or service to meet demand. But the marketplace does not stand still—it is constantly evolving. It is therefore essential that you rethink your business plan regularly to ensure your business keeps pace with the competition and with the changing expectations of your customers."

Yet for many business people and marketers,

The case studies from web business and marketing experts show how they have helped their clients implement successful Internet strategies such as creating online marketing strategies, building communities, reinventing themselves through the web, and using the internet as an internal tool for efficiency and innovations.

The power of the internet to transform traditional business is obvious. But how can it work here, in New Zealand, in 2010 and beyond?

# The heart of the matter

As the hub of the business community, Waitakere Enterprise was in need of a dynamic, easy-to-use portal site

When Waitakere Enterprise relaunched its brand in 2007 with a new website built on a limited budget, there was a growing realisation that the site wasn't keeping pace with technology or the demands of the users, information was hard to find and its navigation was unintuitive. A plan was hatched to launch a newer, better site.

As the city's economic development agency, it was essential for Waitakere Enterprise's website to be a hub of information. The organisation is focused on growing the local economy in a sustainable way, attracting businesses to the region,

helping to grow businesses within the region and developing skilled local people to meet business needs.

"Waitakere Enterprise is focused on working with individuals, businesses, industries and institutions that are committed to sustainable economic growth," says Susan O'Meagher, Waitakere Enterprise's deputy chief executive. "All activities of the organisation stem from this focus, be it building strategic networks or developing products and services that address the wants and needs of the business community."

## The must-haves

Waitakere Enterprise partnered with The Web Company in mid-2009, armed with a shopping list of must-haves. The new website would need to be user-friendly, dynamic and able to be regularly updated. The site would have to allow Waitakere Enterprise to easily provide wider economic and business information, which should be intuitively navigable, and to showcase the products and services that had evolved significantly over the past 18 months.

In all, it hoped to create a platform to enable Waitakere Enterprise to become the heart of the Waitakere business community—a place

to find out about training and development opportunities, events and networks, investment and location information as well as general local and international commentary.

The company expressed a desire for repeat traffic with longer stays by visitors, and had some specifics in mind: a 25 percent increase in site visits and a ten percent increase in time spent on the site, in the first 12 months.

And in terms of audience, the products and services offered by Waitakere Enterprise covers the full spectrum of businesses, says O'Meagher. "These might include new husband-and-wife startup businesses right through to large corporate enterprises headquartered in West Auckland, or those who are interested in being so. What galvanises the clients of Waitakere Enterprise is their ambition to grow and to contribute to the prosperity of the region through offering local employment opportunities."

## The solution

With Waitakere Enterprise's objectives in mind, The Web Company successfully set out to develop and launch a fully functional, easy-to-use, intuitive website, driven by a dynamic content management system.

"The site would be a portal for all things business and built on the social business community of Waitakere Enterprise's target audience," says The Web Company consultant Phil Shacklady. "It would become the go-to place for training information, development opportunities, Waitakere Enterprise events, and other business events



in the area in support and development of their own businesses.

"Every business is different, so we base our concepts on an in-depth understanding of each of our clients, to ensure the design works for them. For Waitakere Enterprise, it was important to focus on the informational architecture and the navigational structure."

And in late October 2009, Waitakere Enterprise's new website was launched, a community-based portal that enables new and existing local businesses to easily find the information they need.

Some highlights of the site include e-newsletter registration and subscription management integrated with Waitakere Enterprise's existing customer relationship management (CRM) system, easy site navigation and efficient search functionality. A gallery module showcases event photos and an event module is integrated with Waitakere Enterprise's existing CRM to display the full range of events on offer as they are updated in real time. Fundamental

search engine optimisation works to set the stage for Waitakere Enterprise's future online marketing programs and to improve site results and rankings, and the home page highlights relevant news and calls to action.

"We aimed a soft launch of the website in time for a major event so that we'd be sure to drive traffic," says O'Meagher. "Since that launch, traffic levels have remained significantly higher than on the old website. Also, in the first week alone after launch, average time spent on the site and page views spiked above our 12-month target; they've since settled above where we expected them to be at this point."

"As more new functionality is added to the site, we anticipate even more traffic and people staying longer; in particular, the regular repeat user traffic that we are aiming for."

For more information, contact Phil Shacklady at The Web Company  
0800 444 000, phil@thewebco.co.nz  
www.thewebco.co.nz

# If the shoe fits

A multi-discipline approach by specialty web company LeftClick helps retailer Sucklings grow despite the downturn

All businesses are facing a future where their very existence is at risk.

Consumer behaviours are changing—and fast. Every day, more people are moving online to research and buy products and services. In New Zealand alone some 2.4 million Kiwis are online every single day. And the result is an overall decline in bricks-and-mortar business.

While this future may seem bleak, it does in fact offer companies the opportunity to reach new customers and grow their business significantly.

## The challenge

For Christchurch retailer Sucklings, this change in consumer behaviour had real consequences for its business. The primary challenge was to counteract the decline in bricks-and-mortar sales by driving new customers to its store and to offer an alternative way to shop.

But the website needed to be more than just an online storefront. It needed to extend the in-store experience to online and encourage more one-on-one conversations with customers.

## The right partner

Managing director John Suckling's first step was to find the right agency to design a website that reflected his focus on exceptional customer service. "I knew what I wanted in broad terms," says Suckling, "but I needed someone with expertise in customer-focused web design to show me what was possible." After reviewing a number of agencies, Suckling talked to LeftClick founder Alan Cox. "I liked the way they operated."

"Choosing the right partner is a two-way thing," says Cox. "It's important to have a good fit with our clients; a meeting of minds and a genuine win-win opportunity. If we don't have this then we won't engage."

As online consumers become more sophisticated, web design teams are often challenged to be "innovative", says Cox. "The problem is that something that's innovative may not necessarily be valuable to the business."

Of course, some clients, like Sucklings, have very specific business goals and have great ideas. But Cox says the trick is to be honest, pragmatic and validate design decisions before moving forward.

## Driving customers in-store

With the goal of driving a growth in revenue with less advertising expenditure, LeftClick quickly got to the core of Sucklings' primary value proposition of fitting customers with the right shoe for their needs and foot type. This only comes from an expert understanding—and is something that can only be provided by Sucklings' shoe fitters. So it was a given that

the website would primarily exist to drive more customers in-store.

The unique feature of the Sucklings website is the 'Find the right shoe' tool, through which customers can quickly find shoes that match their specific needs. "People want to enjoy their online experiences," says Cox. "To compete effectively, online stores need to engage customers and feel more like immersive and rich shopping experiences." The shoe finder is engaging, easy to use and saves the customers' time. In fact it has received so much praise from customers that it is now used in-store, too.

It's essential that retailers understand that their customers are all different and to offer them a dialogue with their brand in a way that suits them. The Sucklings site allows registered users to dictate their own communication preferences. Customers can choose to receive special offers and catalogues by mail or electronically. This is not only customer-focused but also results in reduced print costs.

## A better design process

LeftClick follows a process that involves various 'toolbox' activities to support the specific needs of each job. These include face-to-face workshops, customer research, wireframing, prototyping, visual design and more.

However, the real value of LeftClick's process comes from the integration of other disciplines that are usually seen as separate from design, such as usability and search-engine optimisation. At LeftClick, these things are fundamental to the design process and result in websites where usability and natural prominence in search are part of their DNA.

**Find the right shoe for you!**

**1 Select your options here...**

Men's or women's? **Men**

Lifestyle **Dress Casual**

Shoe Style **Lace Up/Velcro**

Brand **Ecco**

Shoe Colour **Black or Mahogany or Burgundy or Khaki**

Shoe Size **(Any)**

Other Requirements **Takes Orthotics**

**Shoe Colour**

What colour shoe are you looking for?

Feel free to select up to 5 colours (click on multiple icons)

Black Purple Brown Tan Taupe Fawn

Cream Bone Mahogany Burgundy Khaki Olive

Navy Blue Grey Green Orange Red

Pink Silver Gold Yellow White Multicolour

**2 ...view matching shoes here!**

**We found**

**4**

**pairs matching your selection.**

**View results**

**Clear selection**

Tip: To narrow down your search, try selecting more specific options using the tabs on the left. You can be as specific or as general as you like!

This approach stems from the realisation that the separation of such disciplines is counterproductive to a website's success.

For Sucklings, the LeftClick process produced a market-leading website with a clear competitive advantage. The website met Sucklings' business goals with abundance and equally supports its customers needs.

The website is like an iceberg, in that much is hidden beneath the surface. A key part of the project was integrating the website with the product and marketing databases and automating core business functions.

LeftClick isn't married to any particular platform or CMS and this independence from a specific technology gives more creative freedom and helps build trusting business relationships.

"Our customers get the technology that's right for them," says Cox. If that's something that LeftClick can't provide in-house, they partner with those that can. For Sucklings it was all about total flexibility and agility, and Ruby on Rails (RoR) was the perfect solution. "We could have chosen an off-the-shelf e-commerce platform or CMS but we'd always be shoe-horning, if you can excuse the pun," says Cox. For Sucklings, a bespoke RoR solution

meant that it got exactly what the business needed and at lower comparative cost.

## Real business results

With the launch of the website, Sucklings has successfully achieved its goal of creating another channel through which customers can have a dialogue with the brand. Furthermore, the new website perfectly complements the business's other channels.

Suckling is delighted that the website supports customers in so many ways, especially in their search for the shoe they want. "They love the 'Find the right shoe for you' feature—it's a great innovation."

Better still, not only does Sucklings get new business from internet sales, its brick-and-mortar sales have also increased. "Every day people come into the shop who have looked at the site first so it's really building foot traffic. Our summer sale was up 20 percent on last year, which is down to the website. And this is at a time when most retailers are experiencing a decline in business," says Suckling.

For more information, contact Alan Cox 03 379-8981, [www.leftclick.com](http://www.leftclick.com)

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Invitation to our twice-yearly sale  
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**FIND THE right shoe FOR YOU**

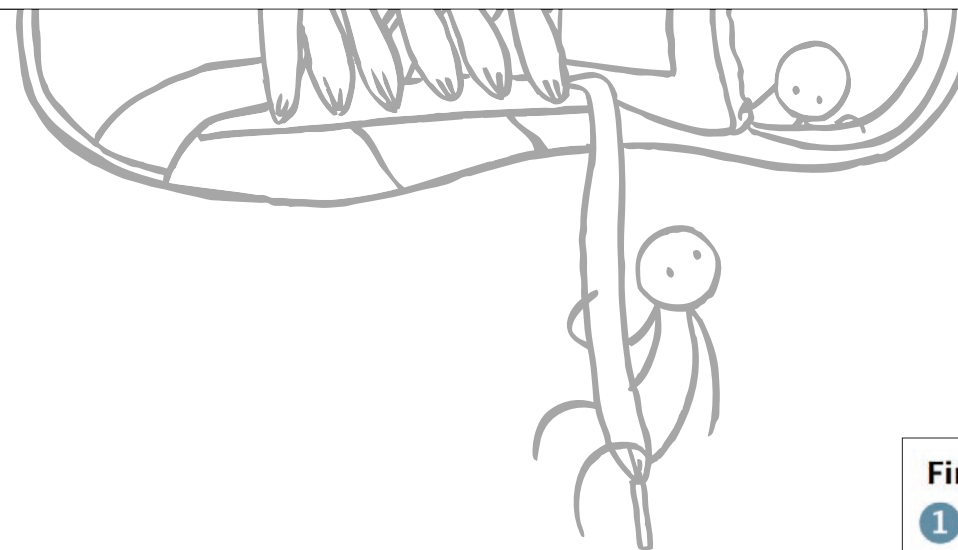
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75 years in the shoe business, and a personal dedication to excellence from every member of our team.  
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Use our online assistant...  
We've used our extensive experience in shoe retail to put together the best online shopping experience around.  
**Get Started**

**FEATURED SHOES**

Clarks C16564 Ecco EC5949 Gabor GR6039 Rockport R05885

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# A world beyond websites

Grasping the opportunities of today's digital world requires thinking beyond just websites. BKA Interactive outlines five trends shaping the future of business online

Internet capabilities are light years ahead of just a half-decade ago. Quite suddenly, download speeds, web technologies and user behaviours have intersected to create a quantum leap in what's possible online. Most organisations appreciate a website is essential, but the game has already moved on.

Few businesses really understand this and it can seem a bit scary. So, while we can still catch the tide, let us point out where this exciting new future might be heading.

## It's all online

We're online more often, in more ways, to do more things than ever. Gaming consoles, mobiles, office printers, even kitchen appliances now access the internet. Then there are netbooks, tablets, Eftpos terminals, stock control systems, TVs, My Sky and more.

What does this mean for business? Because the online environment is such an

integral part of everyday life, your customers will expect to do more and more business online. So it's time to get planning before your customers look elsewhere.

Online web apps are already changing existing business systems, with some serious cost-savings to be made. Experts like BKA Interactive create the tools and integrate your systems for seamless business success.

## The website bar is raised

And raised again. The first port of call for any potential customer checking out your business is, and will continue to be, your website. So, whatever you do, ensure it's up to scratch. It has to look great, talk to your target market and make you stand out. As BKA's creative director Maak Bow says, "If it looks like crap, then it is."

But in future your web presence has to do more. Take what BKA created for Brave Day insurance brokers. Not only does the site look fantastic, it's incredibly useful; a

very persuasive combination. BKA turned part of the website into a visually compelling and intuitive, interactive journey. It's fun and playful—and it's actually an insurance quote form. Before you know it, you've filled out a request for a personalised quote. So why not click Send?

Ultimately, the aim of your website must be to ensure customers look no further. And that requires a more sophisticated understanding of how people interact with the site, what they want from it and how to engage them. Things that demand a realistic budget and a team that ensures you get the best bang for your buck.

## Social media ... yada, yada

Yes, we know you've heard how important social media is. But it's here to stay, so read on.

Understanding the users and usages of Twitter, Facebook *et al* is just going to get more critical for business success. Right now,

a lot of organisations are blundering about in social media. It's got to stop.

Meanwhile, what's going begging is the chance to use SM well and be thanked for it. Just like BKA did for up-and-coming New Zealand band Six60. The company integrated Facebook with the (very cool) website to help grow the band profile. Website visitors get funnelled into Facebook to become fans, who then become the content creators for the website. There are currently eight thousand fans and counting! SM isn't just for the youth market, though. For every organisation, the strategy will be unique. It all comes down to planning.

Expect to see more intelligent and integrated use of social media in 2010.

## Money, money, money

Sure, the web makes a great sales channel and your online offering should be making you money. But it can improve your bottom line in other ways, too.



For Hallenstein Glasson, BKA created a web tool that completely eliminated printed annual reports. Instead, people create their own customised report online, downloading only what they are interested in. The savings exceeded the cost of the development within a few weeks.

There are loads of ways to save money with smart, web-based tools, especially with greater bandwidth.

## Going mobile

Among the plethora of devices that now connect to the net, mobiles present unique challenges and opportunities.

Mobile browsing now accounts for 1.3 percent of all web browsing. It doesn't sound a lot, but it grew by 34 percent last year. And, as Android-based mobiles catch on alongside the hugely popular iPhone, just watch it take off.

Thing is, mobiles are not PCs. Phones are getting smaller, while computers are using

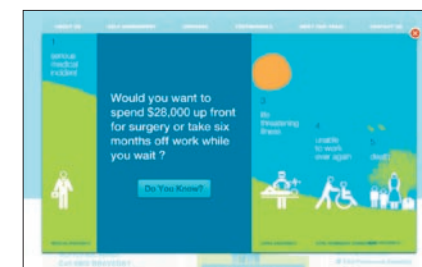
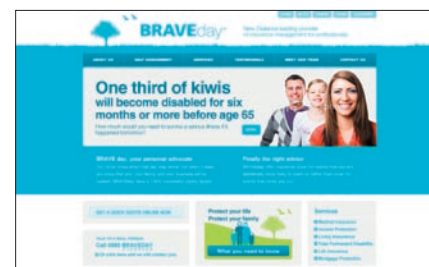
larger screens. Already, savvy organisations offer specific websites and apps for phones. Expect to see more people exploiting the differences in future.

## The future with BKA Interactive

Success in tomorrow's online world will require more than a snazzily styled website with some links to your ad campaign as an attempt at integration. It demands a considered online strategy that will actively grow your business as well as your bottom line.

If that's what you want, and if you'd like working in the digital world to be an understandable, cost-effective and collaborative process, BKA would love to hear from you.

For more information, contact BKA Interactive  
Phone 09 376-0323, email [info@bka.co.nz](mailto:info@bka.co.nz)  
[www.bka.co.nz](http://www.bka.co.nz)



FAR LEFT: The fun, interactive website creative for insurance company Brave Day and the New Zealand International Comedy Festival. LEFT: Integrated media for band Six60 and the smart, web-based tools online for Hallenstein Glasson. ABOVE: The BKA Interactive team

# Measuring up

## Increasing traffic then converting website visitors to leads or sales is Adhesion's formula for online success

With more and more consumers looking to the web to help them shop, what can be done for the many businesses that are unsure how to tap into the online opportunity?

The answer, says Paul Russell, director of online lead and sales generator Adhesion, is to demonstrate to them one of the web's greatest marketing strengths. "This channel is all about measurable outcomes," he says.

### Results focused

No other marketing medium is as inherently measurable, meaning that an accurate return on investment is easy to calculate. So much so that Adhesion voluntarily sets traffic-based KPIs for itself when working with customers.

"We'll say, for example, that within three months we're going to increase your traffic volume by X percent and work to meet that number.

"We're not in this business to just build pretty websites or spend clients' money on campaigns that don't deliver."

But getting customers to understand that, particularly those that don't know where to start or what to do, is just one of several challenges for online marketing specialists.

"We want marketing managers to see that it's not quite as complex as they think—yes, there are new concepts and they may be a little different to what they think, but it's all knowable, doable and achievable."

### Once bitten twice shy

HomePlus, a national franchise provider of home improvement products, came to Adhesion

after a previous web marketing effort failed to fly.

Adhesion director Tony Waldegrave says HomePlus marketing manager Angela Meekings' initial web experience left her sceptical, but she knew the firm's customers were online and needed to effectively engage them.

"There were two problems with HomePlus' existing site," says Waldegrave. "First, it didn't have any web analytics, so the marketing team had no understanding of how much traffic was going to the website or what visitors were doing once they arrived.

"Second, the site had been created with the wrong objective—to direct visitors to the HomePlus branch network. The problem was that made it impossible to measure enquiries generated by the website and added a step to the ultimate conversion point, a free measure and quote."

Enter Google Analytics. Adhesion added code to the site to measure and analyse visitor traffic, behaviour and enquiry completions, and recommended a change to the site's call to action, inserting a button on most pages to make it simple for visitors to enter the enquiry pathway.

The final part of the solution was to generate traffic. Google AdWords campaigns were used to snare Kiwis searching for information on the types of products in the HomePlus range. This proved highly successful, capturing over 10 percent of the target market. An initially tentative Meekings has now given Adhesion carte blanche to keep chasing online leads.

"Traffic to our website has increased by 100 percent and enquiries are up by over 250 percent," she says. "We have new confidence in this channel and now see it as a core component of our overall marketing strategy."

### Falling behind

A similar formula was applied to Silverdale-based Ocean Kayak, which distributes and sells sit-on-top kayaks through a national dealer network. Ocean Kayak was losing ground to its competitors who were actively marketing online.

Russell says Google Analytics was put to work on Ocean Kayak's existing site and an AdWords campaign undertaken to generate data on visitor patterns and behaviour. "It became clear that the existing site wasn't giving the target audience what it was looking for. Product pages were buried deep in the site and, while the website's purpose was to drive traffic to Ocean Kayak's dealers, nowhere was a visitor prompted to take that conversion action."

Adhesion recommended designing a new website for Ocean Kayak as part of a strategic plan. The new site went live at the start of the year with an easy-to-use content management system, search engine optimisation so it will perform well in Google, and product information no deeper than two clicks. Plus it clearly communicates the 'find a dealer' call-to-action to improve conversion. "Early data indicates we're getting more than twice the enquiries to our dealers," says Ocean Kayak national sales and marketing manager Simon Bilkey.

RIGHT: The Ocean Kayak and HomePlus websites have been designed with an open navigation and clear call-to-action to maximise conversion rate

"With more prospective customers being fed into the sales funnel, we're expecting to see a definitive increase in overall sales revenue."

### Conversion factor

Waldegrave says there are several boxes for marketers to tick before venturing onto the web.

First is to define their business's unique selling proposition; second is to take that proposition and present it online for an audience that is seeking product or service information.

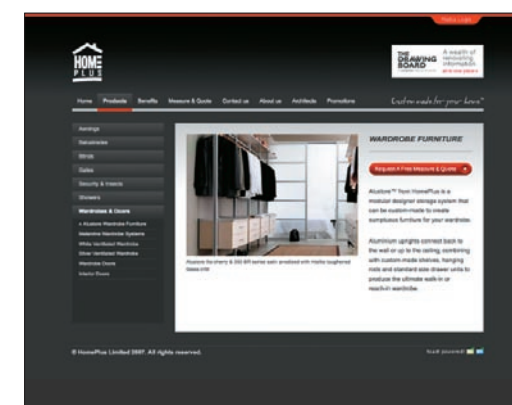
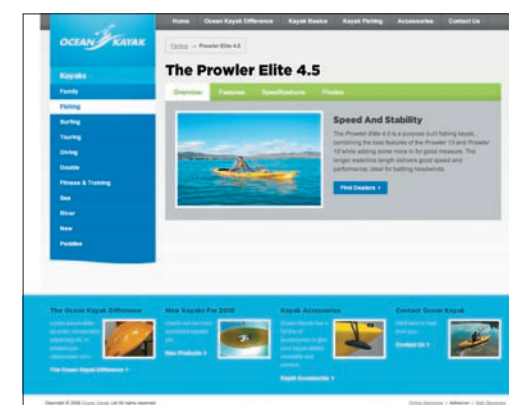
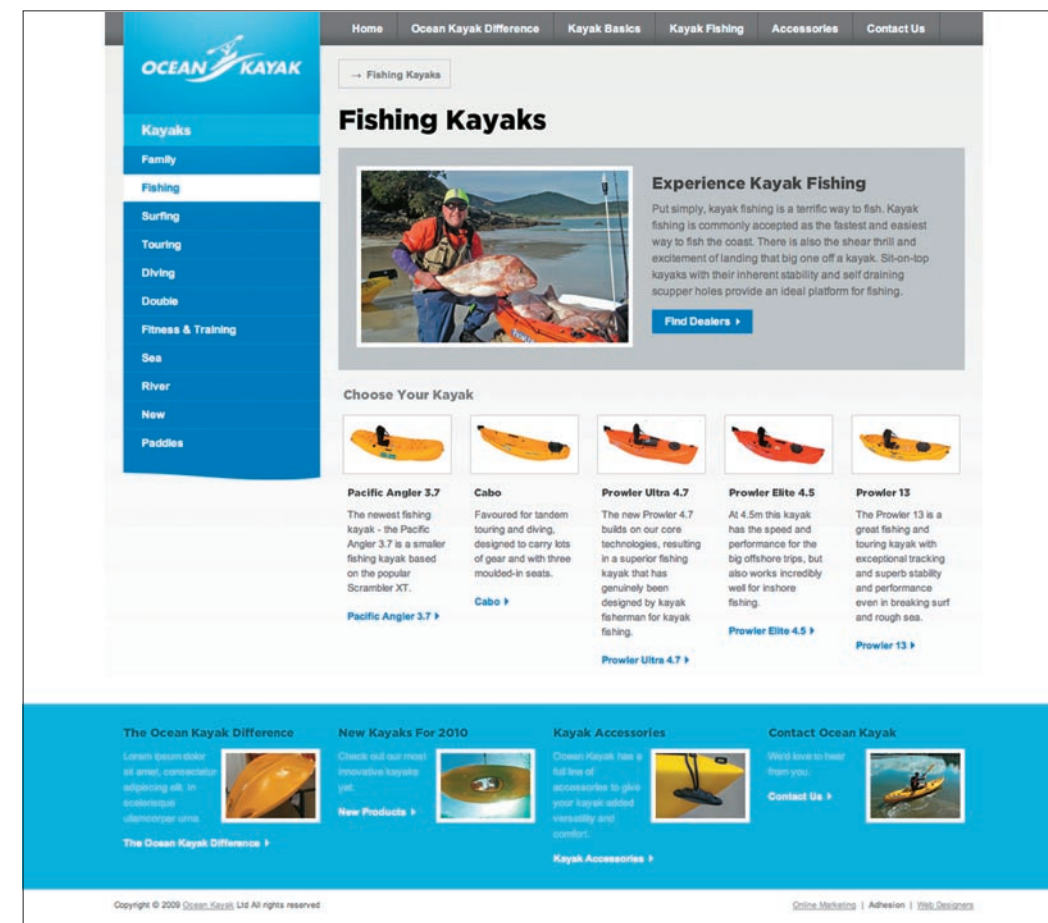
Online marketing is 'pull', not 'push', Waldegrave says. "Traditional offline marketing is generally broadcast or push marketing to a target audience. But consumers on the web behave differently—they're often in a buying cycle and are totally in control."

Online marketers need to be clear about their objectives. "If you're like most businesses, you'll want to generate leads and sales."

That means driving traffic to the site and persuading visitors to make an enquiry or a purchase. Waldegrave says that can be summed up by a simple formula: online outcomes = traffic generation x website conversion rate.

"These two work hand in hand—a well planned and designed website will improve visitor engagement, and good online marketing will deliver highly qualified visitors that are more likely to convert. The result: measurable outcomes from the online channel."

To learn more, email Paul or Tony at Adhesion [info@adhesion.co.nz](mailto:info@adhesion.co.nz), call 0800-ADHESION or visit [www.adhesion.co.nz](http://www.adhesion.co.nz)



# Pure and simple

Doubleclique cuts the clutter for a clean, tailored online experience that gets results

For ten years, Doubleclique has planned, designed, built, hosted and maintained over 100 websites—with one fundamental mindset: it should all be simple.

A quick visit to its online portfolio will reveal that ‘simple’ doesn’t mean ‘basic’. In fact, it doesn’t even mean minimalist or white. With a decade of web design and development experience, Doubleclique has designed for some of the biggest brands in New Zealand, all of whom require unique visual interpretations and styles. With clients like Telecom, Weta and GIB along with a range of more boutique brands and smaller startup businesses, it’s easy to see the breadth of website design and

development expertise on offer.

So, if it’s not just the way it looks, what is it that makes a website simple? According to creative director Luke Pierson, it’s about giving the website user fewer, but better, choices.

“Reducing the level of complexity through the way the site is planned and structured can still result in any number of design treatments—but will also result in dramatically less clutter, and shorter, more relevant content.” Doubleclique ensures a website is as simple as possible, but no simpler.

Luke describes the Doubleclique team as design led. “There’s a huge difference between a custom-designed and developed website

and the low-cost, cookie-cutter approach taken by some. A properly designed website is tailored specifically to the client. This means the website should combine the client’s brand and message with a design and structure developed to meet its unique business needs.”

## Backhouse

Doubleclique worked with Backhouse to better represent its brand and reputation through a complete redesign and rebuild of its website. A long-standing, family-owned quality furniture designer, Backhouse’s brief was clear—keep it very simple, both to use and to look at.

The new website brings its internationally acclaimed products into focus within a refreshing clean, uncluttered interface.

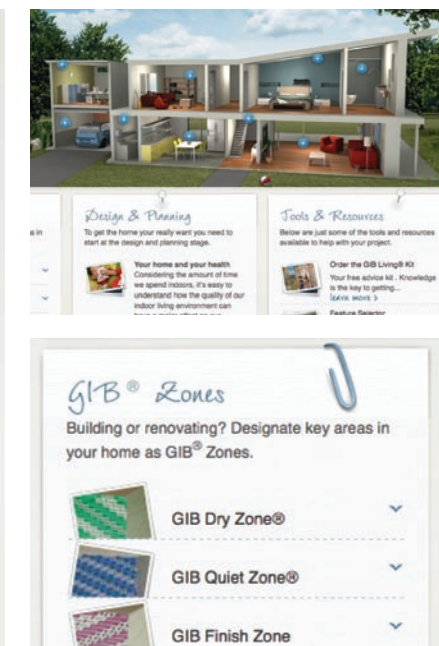
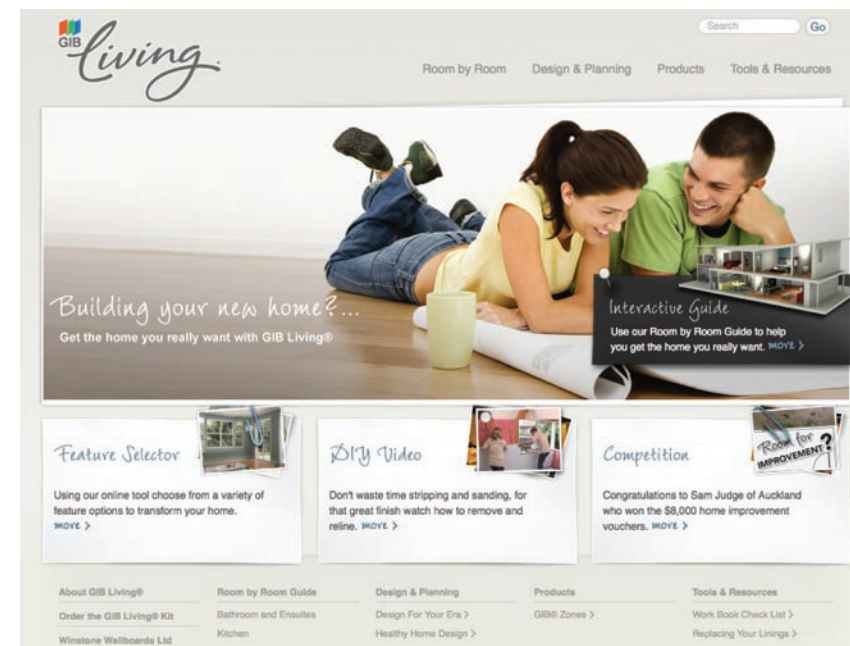
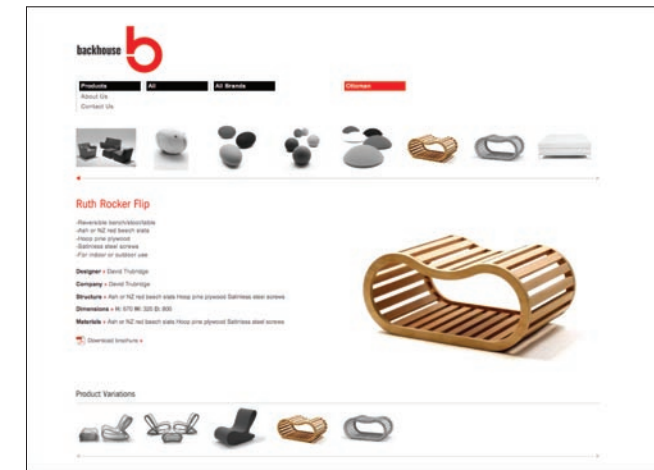
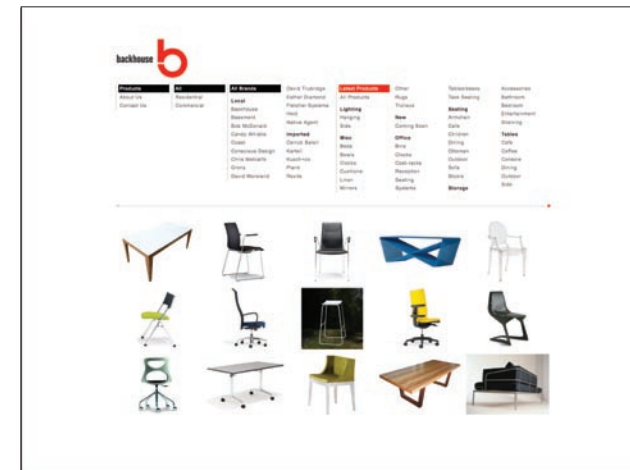
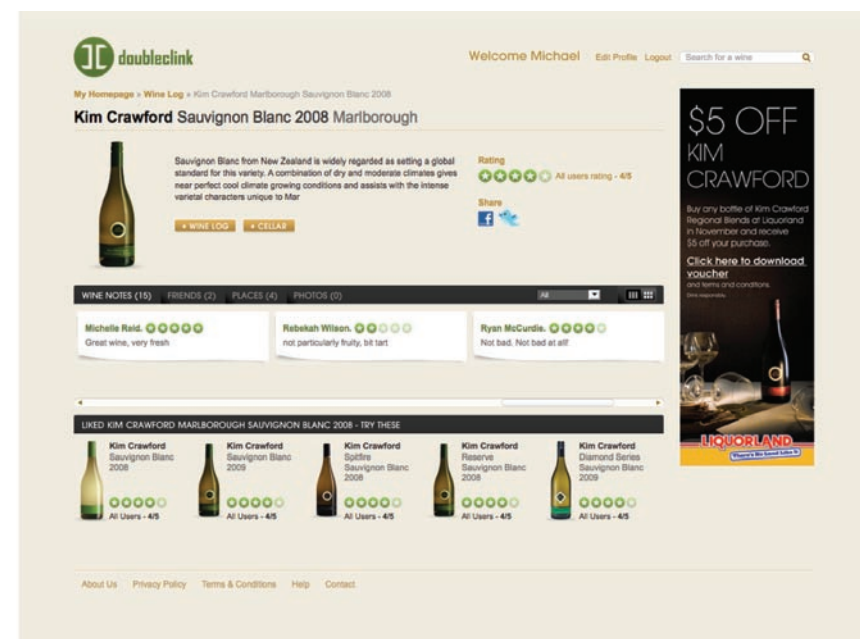
Ollie Backhouse of Backhouse says the website has changed the business. It now has an online presence to be proud of, representing it in a completely different light, and showcasing its products in a much more compelling way—and drawing regular compliments from clients and suppliers. It has also led to a 300 percent increase in enquiries from the website.

## Kim Crawford Wines

Doubleclink is a world-first social networking website for wine lovers, commissioned by Kim Crawford Wines.

Working closely with Kim Crawford’s agency Sugar on the strategy and creative concept, Doubleclique was tasked with implementation of this innovative new site.

It’s integrated with Facebook and Twitter, and users can share their experiences, rate



LEFT: Doubleclink, the social networking site for wine lovers. TOP: The clean, uncluttered new site for furniture designers Backhouse. ABOVE: Doubleclique designed and built the GIB Living website, which launched to an overwhelming response

wines, and remember the places and people they enjoyed them with. The site also offers wine recommendations based on a user’s preferences, and provides targeted offers from Kim Crawford Wines and its partners. The site drew over three thousand registrations within its first three weeks, and is now a steadily growing and active online community.

## GIB Living

The GIB Living website helps home builders and renovators understand the GIB product

range and how it might benefit their project. “Doubleclique was responsible for the design and build of the GIB Living website,” says Pierson, “which includes a 3D model that lets users interact and access information relating to specific parts of their house.”

The site also enables the GIB Living team to maintain content and promotions within the site.

On launch, the site reached number one on HitWise—making it the most visited site on the internet in New Zealand—for

the Home and Garden category. The first promotion drew over 35,000 responses, with 25,000 saying they were happy for GIB Living to contact them with further promotional material—providing a huge boost to the GIB Living email marketing database.

Doubleclique provides a refreshing approach to websites that is both effective and easy to understand. Find out more at [www.doubleclique.com](http://www.doubleclique.com), or call Luke Pierson on 04 831-5131