CASE STUDY: THE FREMANTLE CORPORATION

Goals:

Established in 1952 as an independent boutique entertainment company, The Fremantle Corporation, headquartered in Toronto Canada, has built its distinctive brand by bringing worldwide market access to independent producers of quality television content - matching the output of independent producers with the ongoing demands of the diverse worldwide multi-platform marketplace.

Seventyeight Digital was engaged to redesign and redevelop Fremantle's website and corporate branding in order to more effectively promote their brand and extensive product catalogue to the global market.

Key outcomes included:

- Establishing an advanced technical platform with the capacity to expand services in coming years.

- Development of a modern, dynamic, engaging, "on brand" design - one that presents The Fremantle Corporation as a progressive, exciting, global entertainment provider.

- Rework of the company logo/corporate identity to be used across online and marketing offline.

- Responsive Design - The website was architected and constructed using Responsive Web Design (RWD) best practices in order to ensure optimized viewing for users through the device of their choosing - desktop, tablet or smart phone. Key responsive elements include:

  o Fluid Grid-Based Layouts: Traditional websites, when viewed on a small screen, require the user to "pinch and zoom" and scroll horizontally in order to view the content on the page. By constructing the design to a specific grid pattern each column of that grid can be made to dynamically adapt and behave differently on different devices / screen sizes.

  o Image Scaling: All images adapt/scale to the available size of the content container.

  o Navigation Adaptability: Navigation structure and usage patterns adapt to the users device type and screen size thereby optimizing usability.

- Search Engine Optimization - Implementation of SEO best practices to increase exposure and visibility and drive qualified traffic to the site.

- Content Management - Implementation of a flexible and intuitive web-based Content Management System (Kentico CMS). One that is scalable and extensible with the capacity to integrate third party applications and services.

Challenges:

Responsive Design

One of the primary requirements of the project was to ensure the site is fully responsive. The main visitors to the site will be media rights buyers all over the world. As we do not know what device a visitor will use, it is very important that the site display correctly regardless of the device. Key to accomplishing this will depend on how the page templates and transformations are constructed within Kentico in order to ensure the expected level of responsiveness is met.

Tight Timeline

The Fremantle Corporation needed the site to be launched in time for an important film industry event, which meant the timelines to develop the site were restricted to 5 weeks. To meet the aggressive timeline, training would be moved up in the project timeline allowing Fremantle to populate the site with content. The work to be done by 78Digital would have to be well coordinated between project managers, designers, front end and backend developers to ensure resources were not kept idle and progress continued on other Kentico projects.

Training

The Fremantle staff team has limited HTML/CSS knowledge and as such we needed to keep this limitation in mind and architect the site using Kentico features in such a way as to maximize the sites functionality and customization while simplifying the ongoing management requirements. This website is one of the first we've developed in Kentico 8.1 – as such we were able to utilize the CMS's new features to make things easier on Fremantle's webmasters.

Solution:

Using Kentico as the site's technical foundation allowed us to more easily achieve all of the objectives that we set out to accomplish in this project. Key elements of the solution include the following:

Responsive Design

The design was made responsive using the Bootstrap 3 framework in conjunction with Kentico Page Templates and Transformations. This provided a tremendous amount of design flexibility while providing a powerful framework for tailoring the sites responsiveness. The flexible navigation is one of the most important usability features to work correctly on a responsive site, the navigation must transform well to the mobile device. See the screenshot below which illustrates the mobile menu as well as the image scaling on the Fremantle Product Titles.

Tight Timeline

Our extensive knowledge of Kentico built over the past several years helped us complete the project several days in advance of the 4-week deadline. Project managers were able to create the Custom Page Types for the site, and using Kentico's new Form Builder Tool they were able to create the interactive forms required for user interaction, including adding the appropriate validation. Front End Developers constructed the responsive page templates by combining their Kentico knowledge and expertise with Bootstrap and CSS.

Training

Although Fremantle's staff is not very technical when it comes to website management they were very eager to maintain the newly launch site going forward. By leveraging Kentico's new feature of Page Type Scopes we were able to limit the number of Page Type options based on the area of the site the new document was being added to. The scope feature helped to reduce the client's learning curve as they were not presented with an overwhelming list of options to choose from when creating new content for the site. During training,

Fremantle found the ease of archiving content in Kentico to be a feature they will use to keep the site "fresh". By leveraging Kentico documentation under the support section of the Kentico site along with custom documentation and user instructional videos created in-house explaining how to best use the Document Types we'd created for them we were able to get them up and running with only two targeted onsite training sessions. The Kentico CMS User's Guide has shown to be a particularly helpful reference for Fremantle staff.

Results:

The primary goals for the new website were to increase user engagement, generate leads and expand the company's reach outside of North America to the global marketplace. Since it's launch, the new site has accomplished these objectives as supported by the following statistics:

- The average user session time is in excess of 6 minutes - a substantial increase over the old website where session times were under 30 seconds.

- The average page views-per-session is currently averaging 6.94.

- The website is actively generating sales leads through the interactive "Request A Screener" form with lead data captured within the Kentico forms database.

- Over 50% of the site's traffic is comprised of visitors originating from outside of North America with the largest contingents coming from Brazil, Germany, United Kingdom, Italy, Hong Kong, and India.
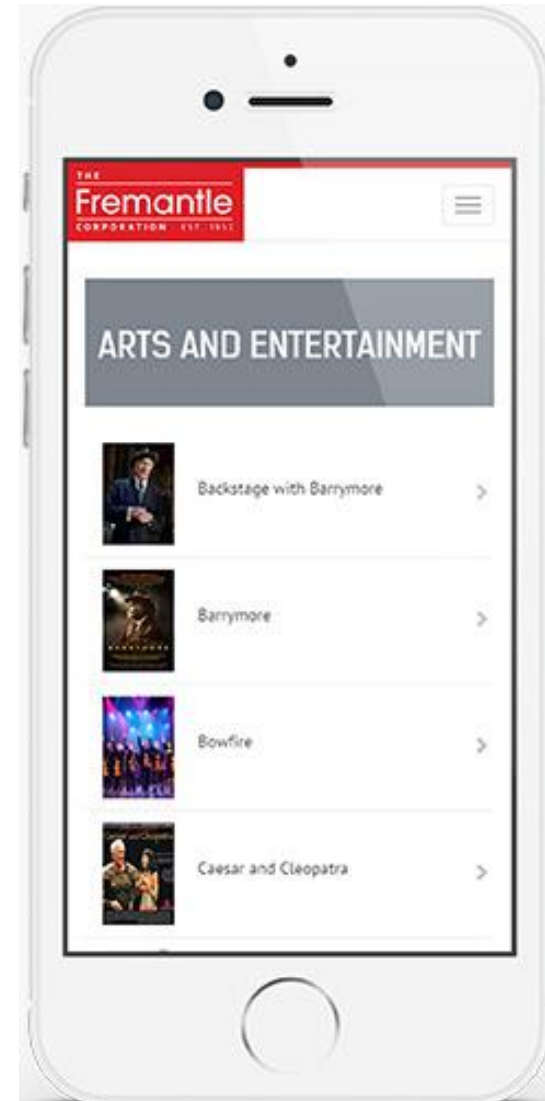
Key Criteria For Choosing Kentico CMS:

Prior to selecting Kentico as the foundation for this project we completed a comprehensive comparative evaluation of a number of leading CMS products, both commercial as well as open source. Although each product had its advantages we determined that the product that best met Fremantle's initial and future needs was Kentico CMS for ASP.NET.

Evaluation criteria and key determinants included:

1. Feature set related to the client's requirements.
2. Ease and flexibility of programmatic customization as the site contains a large number of features that we built using Kentico as the foundation.
3. Ability to integrate third party and custom components.
4. Ability to handle a large number of simultaneous visitors and still exceed performance expectations.
5. Social media integration capabilities.
6. Ability to adapt to and incorporate changing technologies.
7. Ease of use for non-technical users.
8. Relative cost of license, upgrades and technical support.

About Seventyeight Digital:

Seventyeight Digital is an award winning strategic technology development and interactive design firm focused exclusively on the Internet space. Our solutions engage and benefit users, generate brand recognition, provide relevant and actionable data, stimulate thought and communication, inspire people to take action, capitalize on business efficiencies, and offer significant ROI.

The Seventyeight team is comprised of highly accomplished and talented folks specializing in digital strategy, data management, technical development, and creative design - providing the competencies, agility and technical bandwidth to manage complex deliverables.

We can offer time to market, competitive rates and a level of responsiveness that traditional firms can't touch. We believe there is an effective solution to meet most budgets and can help you navigate the strategic & technical complexities to achieve your key business objectives.

Seventyeight Digital is a Kentico Gold Certified Solution Partner and a Certified Kentico Hosting Partner offering a full range of interactive design, development, hosting and support services. Contact us for a free Kentico CMS consultation at info@78digital.com or visit us at www.78digital.com.

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