

## CASE STUDY: Mongrel Media

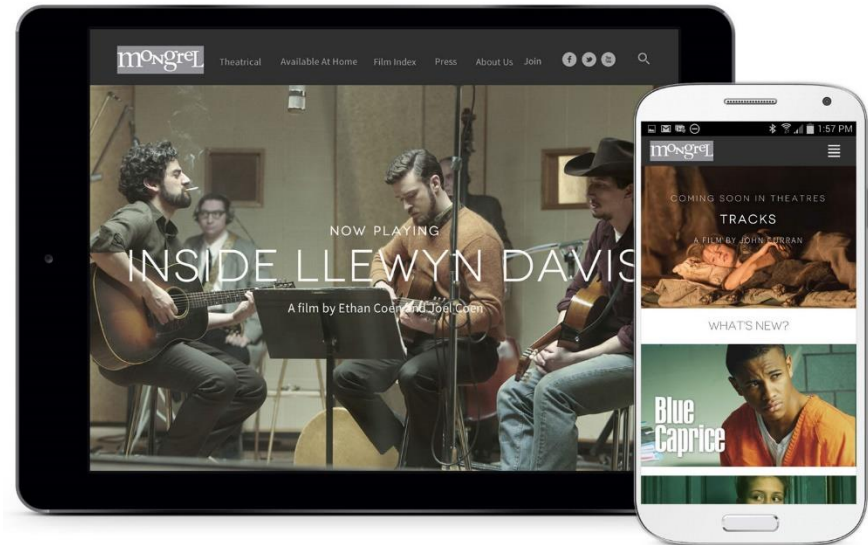
### Goals:

Mongrel Media is one of Canada's leading film distribution companies specializing in art house, foreign and independent feature films and documentaries.

Mongrel challenged Seventyeight to deliver an engaging new website, both in design and functionality that will act as their digital promotion platform for Mongrel's film offerings – one that is optimized for desktop, tablet and cross-device mobile compatibility.

Key outcomes included:

1. Development of a modern, dynamic, engaging, “on brand” design – one that presents Mongrel Media as a progressive exciting, diverse entertainment provider.
2. A website that is architected and constructed using Responsive Web design (RWD) best practices in order to ensure optimized viewing for users through the device for their choosing – desktop, tablet or smart phone.
3. Implementation of a flexible and intuitive web-based Content Management System (CMS). One that is scalable and extensible with the capacity to integrate third party applications and services.
4. Automated scheduling for when and where film releases display on the site based on publication/release dates and product category flags.
5. Developing a data bridge to facilitate importing of data from Mongrel Media's media rights and royalties management system into the website's database.
6. Production of key administrative and business reports as well as marketing one-sheets.
7. Migration of data from the existing legacy Oracle database.
8. Implementation of SEO best practices to increase exposure, visibility and drive qualified traffic to the site.



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## Challenges:

### Quantity of Film Information

The challenge can be broken down into two needs: Mongrel Media has a very large database of existing films, each film has a large amount of information used to describe it. As such we needed to determine the best way to store the film information in the CMS, making it easy enough so Mongrel Media staff are able to maintain the database post launch.

### Data Migration

Mongrel Media's legacy film data is stored in an Oracle database. The legacy website acquires the film information from the Oracle database for display on the site.

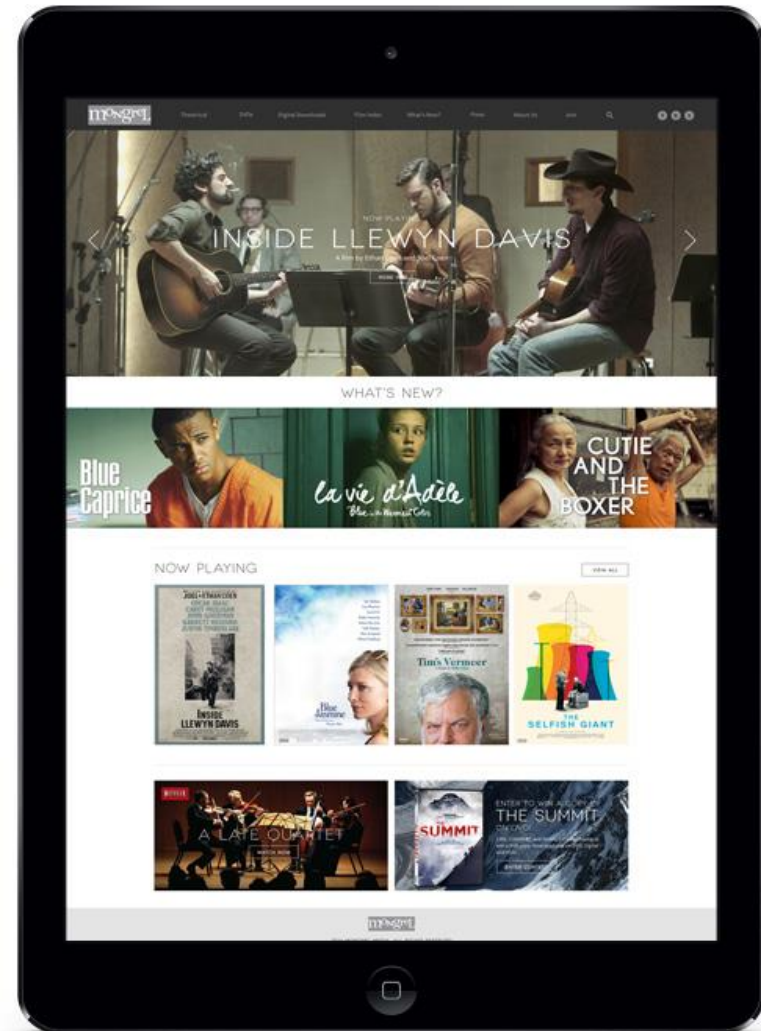
The data migration challenge relates closely to the Quantity of Film Information challenge, where Seventyeight had to determine an efficient method to import the existing films into the new website from the Oracle database. Migrating the film data over manually into the Kentico database was not an option given the quantity of data involved..

### Responsive Design

One of the primary requirements of the project was to ensure the site is fully responsive. The main user base will be film industry people and movie lovers in Canada and across the globe. It is key that the site displays consistently in an optimized fashion regardless of the device being used. Key to accomplishing lies in our approach to page template design and the transformations constructed within Kentico in order to ensure the expected level of responsiveness is achieved.

### Page Templates

Mongrel Media identified the need to frequently incorporate new pages, features and functionality post launch. This level of flexibility required efficiently architecting the original site structure using custom content types and widgets whereby we leveraged many native features in Kentico CMS.



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## 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:

### Quantity of Film Information

Early in the project we decided to create a Film Document Type and create child Document Types which can be used to augment the film information - these documents types include: Actor, Awards, Quotes and Press Kit Images. The thinking behind the child document types is there can be none or many of each of the children. A film template document was added to the Kentico Content Tree and pre-populated with all the required information. This allows Mongrel Media staff to make use of the Copy feature within Kentico to easily create new Film titles in the tree based on the template example.

The film Document Type contains over 30 fields, using Kentico's Field Description (for tool tips) and Field Categories (to organize fields into logical groupings) features allowing Seventyeight to create a custom form which Mongrel Media staff can use to easily manage data for each film offering. Following onsite training sessions led by Seventyeight staff Mongrel Media has maintained their site since launch with minimal post-launch support.

### Data Migration

The development team at Seventyeight Digital was able to migrate the data from the existing Oracle database into the new Kentico film database using the Kentico API.

The Kentico API also allowed us to create a data bridge between the Kentico system and Mongrel Media's rights management system, which stores their film's theatrical dates, DVD release dates, as well as a rights and royalty agreements. The data bridge allows the site to automatically determine when and where a film should appear within the site, whether it be the Coming Soon, In Theatres, International or Available At Home sections.

### Responsive Design

The design was made responsive using the Bootstrap 2 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.

### Page Templates

The solution to facilitating frequent updating of key calls to action was to limit the number of unique templates required. A general content template was created and was used on almost all the pages of the site. Constructing the site foundation on one primary content template meant that if a callout were changed on the site it wouldn't require it to be changed in multiple places, eliminating the administrative burden from Mongrel Media content editors after the site goes live. To minimize the number of templates we used the Kentico Webpart's "visible property" and the macro `CurrentDocument.NodeAliasPath.ToLower().Contains()` to control which pages a web part should be displayed on via its relative URL.





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### 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 the Mongrel Media'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 constructed 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](mailto:info@78digital.com) or visit us at [www.78digital.com](http://www.78digital.com).

