

Goals:

BruceGreySimcoe covers the counties of Bruce, Grey and Simcoe which have been linked together as a tourism region through a province of Ontario initiative. Formally known as Tourism Region 7 (RTO7), BruceGreySimcoe is one of 13 regions created in 2010 as part of the Ontario Ministry of Tourism, Culture and Sport's regional tourism management and funding strategy.

A contest was chosen as the vehicle to create awareness and excitement for the new brand identity "BruceGreySimcoe". The Four Seasons of Fun contest plays on the "All Seasons" theme through use of powerful, experiential imagery. By leveraging social media the hope is to generate viral activity.

A secondary goal was to build anticipation about the coming consumer website and other RTO7 initiatives occurring later in the year.

Key outcomes included:

1. **Creative Design**
 - premium placed on experiential imagery
 - create "wow factor" through visual impact
 - introduce visitors to the region from a visual perspective
 - provide visitors with the ability to interact with imagery (zoom, pan, etc.)
2. **Story Submission**
 - visitors to submit their stories about the region through submission form
 - ability to submit text, text with an image, text with a link to YouTube video
 - ability to select location (for geo coding and mapping display)
 - ability for visitors to submit stories through the BGS Facebook page
3. **Administration/Moderation Backend**
 - access to moderation page provided to judging panel members through roles and permissions secure login
 - ability to flag, rate, change location coordinates, edit submission
4. **Voting Gallery**
 - shortlisted stories will be displayed in interactive Voting Gallery
 - stories listed in order of ranking by judging panel
 - ability for visitors to browse submissions

- ability to vote, tweet and/or 'like' (Facebook) a story
- 5. **Mapping Interface**
 - show out short listed stories on map interface
- 6. **Promotion of prizing**
- 7. **Promotion of operator special offers**
- 8. **Feature contest winners on a winners wall**



Challenges:

Custom interactive form

When the project began, we knew that the focus of the site would be to accept stories in the form of:

- Text based stories which would inspire visitors to the site to take a trip to the region. Frequent visitors to the region or residents of the region could use the stories to find hidden gems in the area. For all story types we will leverage Kentico's Calendar and Google maps to give each story a date and a location.
- Photos which can be uploaded to the site in order to aid the story teller in sharing their experience.
- Videos, uploaded to YouTube, would need to be added to the story submission to give those that had recorded their experience a chance to enter their video in to the contest.

The challenge we knew we'd face is we knew we'd need features that Kentico doesn't provide out of the box, but how could we integrate the submission in to Kentico so that we could use Kentico for the voting and judging later in the contest.



Highly interactive and modern CSS3/HTML5 website design

As the website's goal is to invoke emotion through strong experiential imagery it is important that the site look like an award winner. However, a competing priority is to have the site appear alive with frequent content updates and weekly prize winners. We rely on Kentico to provide the later.

Voting system

Once the story submission portion of the contest ended the public would be asked to vote for their favorite submission in various categories and criteria. We needed to make sure there were no barriers for people to vote for their favourite submission; we are asking them to do us a favour so we have to make it easy for them or we will not get their input.

Judging panel

As soon as voting was completed a judging panel would review a short-list of submissions the public had deemed the best. The judges for the contest will not be computer science majors so we will have to make it as simple as possible to see how many votes an entry received, the category the entry falls under and assign a rating to the entry.



Solution:

Kentico helped us achieve all of the objectives that we set out to accomplish in this project. Key elements of the solution include the following:

- Custom Interactive Form – our solution was to create the contest submission entries as a custom Kentico content type. Because of the complexity of the form and the various ways to enter the contest we needed to create the form (front end design and back-end programming) in ASP.NET. Doing this we were still able to save the submissions into the Kentico custom content type using Kentico's very powerful and well-designed API. This way we got the best of both worlds – a highly custom and interactive submission process for the visitor and the data stored in a manner that would make subsequent stages easier (i.e moderation, workflow, messaging and final gallery view) using Kentico features in the CMS desk and web parts and transformations for public views.
- Highly interactive and modern CSS3/HTML5 website design – it was very important to make the site as visually engaging as possible considering the nature of the marketing initiative. To accomplish this we incorporated effects and interactive features such as 3d and motion tracking – which requires many advanced methods of construction. Using Kentico facilitated the integrity of the html document with non-technical staff content edits and provided the flexibility required by our front end developers to push the boundaries.
- Workflow for voting and judging – the contest required a large judging panel, each responsible for their own area of interest/expertise. Combined with the judging panel -the public's opinion was taken into consideration with their votes tabulated for their favourite entrants. We were somewhat familiar with Kentico's workflows and email templates before beginning this project, but during this project we became experts. There were 6 categories of entrants, when an entry was received a particular group of judges received an email. A judge were then able to login and see contest entries that required their review, and provide a rating. The main panel could then login to the CMS desk take the judge's opinion and voting under advisement to make a final decision.

We leveraged many of Kentico's built in features which significantly reduced development time while ensuring a high quality feature rich product for our client.

The core is based off the Portal engine allowing for our non-technical staff to enter content, design templates and affect the Information Architecture with ease. The Kentico API was used extensively and found to be very powerful, well documented and helped accelerate many of the custom development tasks.

In particular, we made extensive use of the following Kentico features:

- Custom Document Types and the Kentico API – as part of the contest, entrants could submit either: photos, videos or text stories. This highly customized form integrated with Kentico's API to utilize Custom Document Types. Because the Custom Document Type is so easy to use, a document of type 'Story' was created by a Project Manager with little coding experience to give our developers head start when creating the story submission form using Kentico's API. Kentico helped us meet an aggressive timeline.
- Repeaters – very flexible and powerful. This in conjunction with ASPX transformations allowed us to display the voting gallery in a visually pleasing manner in very little time.
- Macros – we really like using macros – it adds another dimension to the level of customization available to the end product. There have been some great improvements to macros in Kentico version 6 which are developers have enjoyed leveraging.
- Image Editor – one of the goals for the contest was to get photographic experiences from the region so the visitor could try to see the story through the eyes of the story teller. The Kentico Image Editor allowed for images to be cropped, resized, rotated and reformatted with ease.

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 RTO7's initial and future needs was Kentico CMS for ASP.NET.

Evaluation criteria and key determinants included:

1. Feature set related to the contest's requirements
2. Ease and flexibility of programmatic customization as a similar contest will occur every year or every few seasons
3. Ability to integrate third party and custom components
4. Ability to handle a huge number of simultaneous visitors and still exceed performance expectations
5. Social media integration capabilities during the voting process for the contest
6. Strength and flexibility of workflow configuration
7. Ability to adapt to and incorporate changing technologies
8. Ease of use for non-technical users
9. 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 offering a full range of interactive design, development, hosting and support services. Contact us for a free Kentico CMS consultation at info@78digital.com.

