



CASE STUDY

How a FMCG giant streamlined website communication for One of its power brands

URL: www.vanish.co.uk/uk

Background

Vanish is a power brand from the FMCG giant Reckitt Benckiser which is the company behind global power brands like Dettol, Clearasil, Harpic and Strepisils. Vanish is their leader in Fabric Care Category and stands at number 2 in the world. Reckitt as an organization is highly innovative and pushes its repertoire of power brands with aggressive marketing.

Objective



The main intent behind the site was to create a brand site for a FMCG giant. The site would be the dais where users would be able to navigate all type of products and those who will be interested would get certain links to buy these products for their specific needs.

Synopsis

The Vanish Product website allows the company to communicate product messaging and benefits seamlessly. The new Vanish features critical improvements like the Oxi Action Formula, which needed to be communicated across the brands global territories. The site is incorporated with the features like news, articles, FAQ and product description etc. By creating a professional brand and a memorable experience for visitors, Vanish was able to help Website Source achieve tremendous business results.

Fullestop achieved the objectives by understanding and realizing the change in content, structure and aesthetic feel for the web site. By implementing the new content, structure and creative with stable yet cutting edge technology we were able to provide the visitors with the exact feel which Reckitt were looking for. This campaign was done at a relatively modest cost and helped Vanish communicate its benefits to its global segment without a glitch. The flash scripts were deliberately compressed to lower the bandwidth requirements from the visitor's side.

Challenges

- The new features and varieties in packaging for Vanish needed new communication mix and thus a complete transformation of the brand website was required.
- The fact that Vanish is a global brand meant that the implementation of the new product website needed to be done across all its market territories.
- In the global FMCG environment there is a stress on reducing marketing spend ratios and increasing returns from the same.
- Implementing the entire project on strict timelines was at the same time a challenge, which gave us an opportunity to exhibit our capabilities.

The Campaign

The Project Phases were:

- Understanding the Content and Structuring – The new content, structure and creative were provided by Reckitt Benckiser. We incorporated the content within the structure while keeping in mind that the primary objective of the messaging remained untouched.
- Creative and Website Scripting – We had to create scripts and coding from scratch for the entire website based on the newly integrated design and layout.
- The Flash scripts on the website were important part of the messaging strategy. We created and integrated the applications with the site's layout based on the requirements.
- We compressed the flash scripts to bare minimum size, which allowed the applications to load quickly and gave the visitors exactly the feel which Reckitt Benckiser was looking for.



- Implementation in various territories – The rollout for the Vanish website is completely global in nature and includes 30 countries which include UK, Russia, Korea, Spain, Italy, Germany, Australia, Poland, and Turkey among others.
- The Poland version has been rolled out; work on other versions is in progress.

Results

- New messaging communicated with ease – The experience in the new website allows the visitor to feel the difference of the product on stained clothes with the help of interactive flash applications.
- Consistent Communication in all territories – Rolling out the same website in all the territories means the communication to the audience is integrated and helps Vanish strengthen its global identity.
- Reduced Sales Cycle – The Information search for the target segment becomes easier as the new differentiation features are seamlessly communicated and prospect has awareness of the edge that Vanish has over category competitors.
- High ROI – The flawless implementation of the communication strategy for Vanish in terms of the new content, structure, layout and creative across all target territories was done on a highly reasonable price along with quality delivery right on time.

Technology Used

- ASP.NET
- MY SQL
- J-query
- AJAX
- XHTML
- CSS

Target Audience

The site is targeted to UK audiences and all end users interested to buy products online.

Conclusion

The proposed site came out to be quite captivating and useful site for the users who want to know and purchase the products online through various links available on the site. The description, images, USP, features are provided on the site so that users might experience the feel of products in real-time. Apart from that the site has seamless design and appealing interface to give it a brand touch.

Acknowledgement by our patron



A Case Study by – Fullestop