

BakingMad

www.bakingmad.com



Baking Mad

Ridgeway

FOOD AND DRINK

The Baking Mad website is a truly immersive digital experience where bakers can indulge and explore their passion with rich content, including recipes, tips, and insights. The website also features a unique online shop where users can purchase baking and party kits for many different celebratory occasions.

Page views increased by

12%

Background

The Silver Spoon Company, part of Associated British Foods, appointed Ridgeway to craft and build the new Baking Mad website.

Silver Spoon were looking for a secure website that put users first, with fully integrated engaging content and e-commerce capability.

Goals

Baking Mad wanted an immersive digital experience where bakers could indulge and explore their passion with rich content, including recipes, tips, and insights for bakers with varying levels of experience. The website needed to bring people together, creating a strong community of baking lovers. The website needed to be intuitive and easy to use with strong search functionality and features to make the art of baking an enjoyable and stress-free pastime.

The Baking Mad team had four key objectives:

- **Safe and Secure:** a safe and secure system, not just for launch but for all future developments. Compliant with ABF security guidelines and developed and maintained in line with the standards recommended by the OWASP.
- **E-commerce:** the new site is able to effectively sell the newly launched Baking Mad products.
- **Brand Awareness:** the new site increases brand awareness of both Baking Mad and partner products.
- **Management:** the new site reduces ongoing cost of management and external dependencies.

Challenges

The Baking Mad team and Ridgeway faced a few challenges in order to achieve all the objectives and the perfect solution:

- Considering the different key personas and how they would use the site and content as well as their motivations for baking
- Ridgeway needed to dissect the recipes to create the sophisticated search functionality and tagging

Solution

Let's Talk Shop

The online shop is brand new functionality for the Baking Mad website. Here, users can purchase baking kits for a number of different celebratory occasions. The baking kits aim to make baking a breeze with all the correct quantities of ingredients, the right baking equipment, and all the necessary accessories. Customers also have the option to purchase optional extras to

"We want Baking Mad to be the go-to website for bakers to find the perfect recipes for their occasions. The new website will elevate the brand from both a visual and technical perspective to create fun baking experiences for our users."

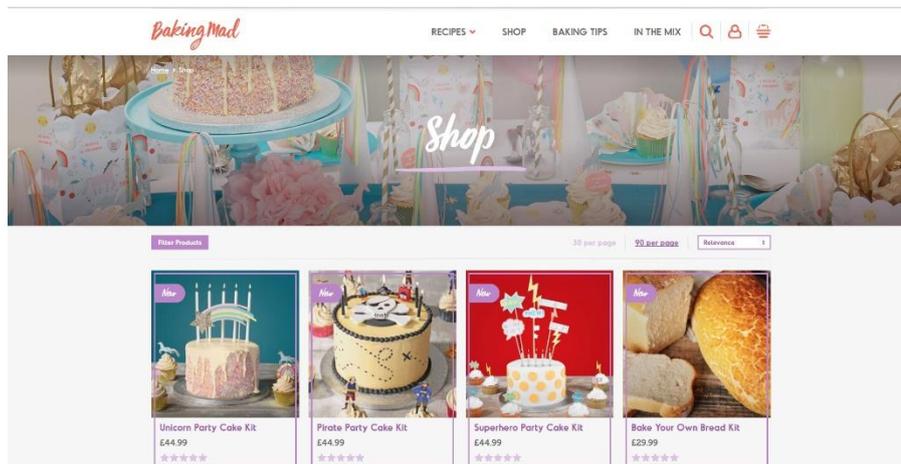
Ridgeway's digital expertise and impressive client portfolio made the agency an obvious choice to help us create an excellent digital experience for the members of our baking community"



Kylie Shepherd
Senior eCommerce
and Digital Manager
The Silver Spoon Company

make planning that party 'a piece of cake' with matching themed party bags, hats, napkins, and much more. Every parent's dream!

The Baking Mad team saved time and budget on the build of their online shop with their exclusive [Kentico E-commerce Accelerator](#) which uses tried and tested e-commerce functionality as a foundation. The product provides enhanced functionality over the core Kentico product and enables projects to be delivered faster and at a lower cost than competitors.



Shop, Deliver, Bake

The Baking Mad website is integrated with IFS Logistics, their consignment provider. When a purchase is made, it is tracked and a notification is sent to IFS who then collect the parcel and deliver it to the buyer. Proof of delivery is then sent back and used to update the order status in the system.

Top Search Functionality

The website needed sophisticated search functionality so users can find the recipes and content they want quickly and easily. Ridgeway used the Kentico Document Event handler to integrate with Microsoft Azure Search.

Print Friendly

From the research, it was found that some of the users of the Baking Mad site prefer to bake from a physically printed recipe, so there is a print option on each recipe that displays the recipes in a print-friendly way.

The user can also decide which parts of the recipe to print, for example, key info, the image, the ingredients, the utensils, or method.

Bake Mode

The website features a 'bake mode' for those wishing to follow a recipe online. This feature displays the recipes in easy-to-follow steps using an easy-to-read large font. The users can easily scroll through each step of the recipe.

An Improved Baking Experience

Have you ever tried to follow a recipe on your tablet or mobile only to have your device go to sleep half-way through when your hands are covered in flour, dough, etc.? The 'bake mode' feature keeps a user's screen on while they are baking.

All the recipes also have many other useful features and information such as skill level, dietary needs, save, share, and reviews.

The site also helps users to become better and more experienced bakers with tips and techniques demonstrated through content, including videos. The objective is, as people get better at baking, the more frequently they bake the more ingredients they need to purchase.

The Subtle Sell

The recipe platform is a unique brand experience as it does not directly sell the products of the brands behind it. Instead, the site sets out to bring together a community of people who have one thing in common—a love of baking. By creating this digital utopia for bakers of all levels, Silver Spoon can subtly build a loyal brand following and sell through the desire to bake with only the best ingredients.

The site also helps people to become better and more experienced bakers with tips and techniques. This offers not only engaging content but also aims to promote a higher frequency of baking amongst its community that, in turn, leads to the need to purchase more ingredients.

Results

The result is a safe and secure website built on Kentico that brings together a community of bakers through engaging content and raises awareness of both the Baking Mad and partner products.

The website also provides a platform for Baking Mad to effectively sell their newly launched products.

In the four-month period after launch compared to the previous period, the following has been seen:

- 19% increase in page views
- 14% increase in sessions
- 12% increase in tablets

The online shop that launched in phase two of the project on August 21, 2017, has seen the following in just three weeks:

- 8,461 page views
- 6,480 unique page views

Key Criteria for Choosing Kentico

Kentico was the right platform for the Baking Mad website for the following reasons:

- flexibility and scalability of the platform for the business
- flexibility to accommodate for the stylish design and photography, with templates and in-page CMS components
- simple Content Management via a central management interface
- Online Marketing capabilities integrated into the same platform

Ridgeway

Ridgeway is a leading digital agency that partners with global brands including The De Beers Group, Twinings, and HMV. They work collaboratively to craft world class websites that deliver results and exceptional customer experiences.

Established in 2010, the team of more than 45 people is driven by a desire to analyse, challenge, and validate, because the best results come from understanding.

Ridgeway is a leading Kentico Gold Partner and has won multiple awards for its work.

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