# Kentico

## Freixenet

# Freixenet UK

Syndicut

FOOD
BEVERAGES

Increase in traffic by

# 24%

# Background

Freixenet is a sparkling wine producer based in Spain. The brand was started following the union of two Spanish families with a lengthy history of winemaking. Today, Freixenet is sold in over 100 countries with over 200 million bottles being sold since the company launched. Syndicut originally worked with Freixenet in 2014 to create their UK website. In late 2015, the site was redesigned with a new focus on the lifestyle blog content.

# Goals

The new site needed to focus on the product range, the growing blog section, newsletter sign-up, and social media interaction with the goal of increasing engagement across all areas.

The site needed a clearer design and an improved navigation to encourage users to move through the sections seamlessly. Freixenet needed the ability to create a CMS generated campaign page which would showcase social content based on the product or event they wanted to promote.

Newsletter sign-ups and competition entries are an important part of Freixenet's marketing strategy and as such, they needed to be sure that all entries would be stored in the Kentico database and passed through to their email marketing service, Dotmailer.

# Challenges

One of the greatest challenges Freixenet faced was the inability to sell products directly online and during the first release of the website in 2014, Syndicut soon discovered that Freixenet's audience were engaging with their lifestyle content.

Syndicut were challenged to create a primarily product-based website with the main aim of generating awareness of the product range and pushing users to the Where to Buy section. The website needed to engage the audience and encourage them to return again and again.

During the discovery phase of the project, the need for a great blog platform and an easy to use CMS to administer both the blog and the overall website content were highlighted.

# Solution

Syndicut created a beautifully structured and designed website that draws on all of the excellent lifestyle content created by Freixenet. They benchmarked the design and style around many of the great fashion brands in the market today to ensure it did not sit out of place, knowing the personas engage with a wide selection of brands.

*"Syndicut has been an important part of our journey toward a more lifestyle-driven and modern website. We came up with a website design that doesn't look too serious, it's user-friendly and works well in mobile and social channels. Since the refresh, we've had a lot of compliments on the new design! Syndicut is also a supportive agency, helping the in-house team managing the site on a day to day basis"*



**Carmen Beunza**
*Digital & Content Manager*

The result is an elegantly presented website, with clear, clean typography allowing the product range brands to shine through without clutter and confusion.

The CMS was structured to make it as easy as possible to add blog content with all images being automatically optimised. Dependency caching was used throughout the site to ensure the site loaded as quickly as possible.

One of the main goals of the website was to improve social interaction so various social APIs were used to visually customise both the Freixenet Twitter and Instagram feeds.

Campaign pages can be easily created within the CMS and as one of the requirements was to include social content per campaign it was decided to integrate with the Storify platform. The client was able to create a campaign inside Storify and then integrate this with the CMS campaign so all social content was displayed directly on the site.

As Freixenet wanted to be able to run numerous different competitions at any one time a custom competition module was created that allowed full control over each competition e.g. questions, answers, prize selection.

## Results

The most considerable increase is the engagement for the newsletter sign-up. Since going live in October 2015, there has been an increase of 1,360% compared to the previous year. The homepage has an increased entrance rate of 23% and increased traffic of 24%. The traffic to the blog has also seen a 109% increase. The success of the relaunched site has prompted talks with Freixenet to introduce an e-commerce store with a possible launch date in 2017.

## Key criteria for choosing Kentico

There are many reasons why Kentico was the preferred content management system for this website. Reasons for which have been listed below:

- Content management, marketing functionality and e-commerce all in one platform.
- Easy-to-use content management capabilities (even for non-technical users)
- Easily customisable CMS features
- Social Media integration
- Cost effective license
- Good technical support
- Powerful data migration tools

## Syndicut

Working with organisations to realise their ambitions, using art and science to create beautiful ideas and digital experiences.

We combine beautiful design with faultless technology to produce engaging, award-winning digital campaigns for clients across a range of sectors, including Non-profit, Broadcasting, Education, Consumer and Corporate.

Social media plays a significant role in all things digital and its power should not be underestimated. We have created and carried out extremely successful social campaigns for a number of clients including Channel4 and Sky.



Syndicut Communication Ltd
6 Lombard Street
Abingdon
OX14 5BJ
http://www.syndicut.com

Emily Smith
Junior Project Manager
emily@syndicut.com