

The screenshot shows the Sanitarium website homepage. At the top, there is a navigation menu with links for PRODUCTS, RECIPES, FOOD & NUTRITION, GOOD HEALTH, EVENTS, and ABOUT. Below the navigation is a main heading: "It's what's on the inside that counts." The page features several content blocks: a "BODY" section with the headline "How to fit exercise into your busy lifestyle – Tips to make 10,000 steps a day work for you" and an image of three people exercising; a "OUR INGREDIENTS" section with the headline "Need to avoid gluten? If you haven't had Weet-Bix in a while, welcome back! Our gluten free range is made from sorghum" and an image of a bowl of cereal; a section with the headline "Bring friends & family on your health journey" and an image of a branch with fruit; and a section with the headline "Choose plant foods for optimal health" and an image of a plant. A large "Sanitarium" logo is overlaid on the left side of the screenshot, with the word "Interesting" written below it.

Background

Sanitarium is a Health & Wellbeing Company who champion child and family 'holistic' health and wellbeing to improve Australians' quality of life. Sanitarium legacy CMS was slowing down the organisation's ability to move and react with the latest digital trends and needs of their users. They decided it was time to make the move to the Kentico 9 EMS and create a fully responsive online experience.

Goals

The two primary goals of the project were to move Sanitarium from their legacy Sitecore CMS to the Kentico 9 EMS and establish Sanitarium as a trusted source of food and nutrition content. Also, Sanitarium wanted to:

- Update the front-end website templates to be fully responsive across desktop, tablet, and mobile
- Shift the website content strategy away from a product-focused approach to an online editorial experience that allows Sanitarium to take their audience on a health and wellbeing journey
- Represent and build on their strong recipe asset and connect them with Interesting's philosophies via a 'mobile first' experience.

Challenges

Sanitarium had become frustrated with their legacy CMS; this was a key driver in the decision to move to a new CMS and update the front-end site experience. The biggest challenge was implementing the new editorial content strategy without making the same mistakes from a technical and content perspective. Concerns were:

- Capturing the requirements that would allow the solution to live and breathe as a publishing platform
- Providing Sanitarium web teams with the ability to manage an editorial site
- Performing a targeted content migration from Sitecore to Kentico that retained specific content such as nutritional product data and ingredients but zeroed old product descriptions and recipe imagery that required updating

Providing early access to the CMS to allow time for the Sanitarium team to perform a significant content update without impacting delivery timelines.

"Our agency, Interesting, recently completed a website rebuild on Kentico. The new site replaced dated web assets built in a different CMS. Kentico is refreshingly intuitive to navigate and manage our content assets. The CMS has enabled our organisation to more proactively publish and maintain all our content from product information to recipes and articles."

Solution

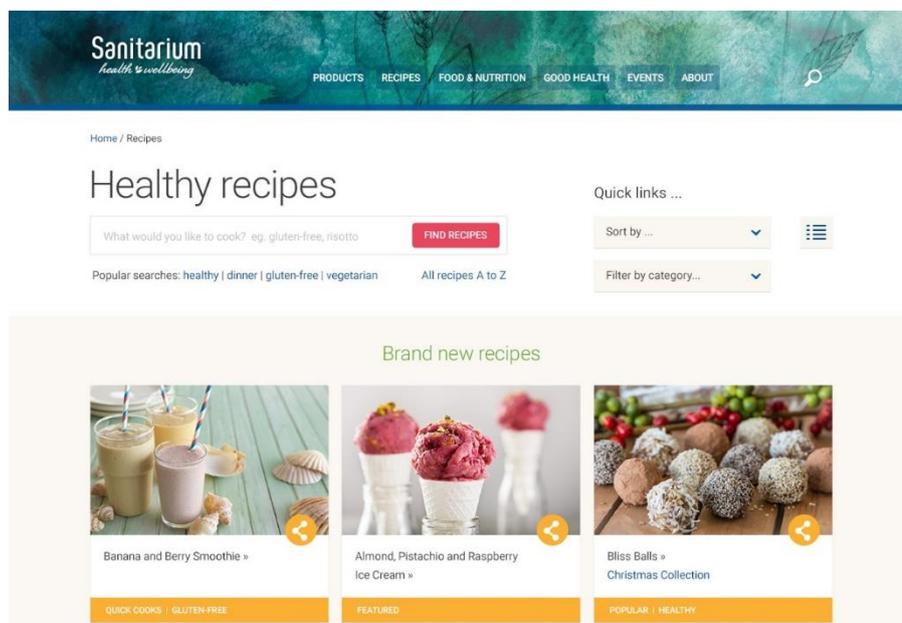
By implementing the Kentico EMC platform and creating a new site architecture, user experience, and visual design, Sanitarium is now able to deliver against the goal of becoming a trusted source of food and nutrition content, helping them to build a stronger and deeper relationship with their audience.

Editorial hubs were created to allow Sanitarium to publish and promote content. Content priority was defined via a set of simple rules based on recent, popular, featured, and related content. This has been created in a way that will allow Sanitarium to adopt Kentico Personas as site traffic grows and the web teams become confident with the new platform.

The recipe section has received a significant upgrade with a truly enhanced experience by identifying the core tasks a user would perform across desktop, tablet, and mobile. By adopting the responsive framework and creating a 'mobile first' experience for the recipe section of the site, it is now easier for a user to browse, search, save, share, and use the recipes they love no matter the device.

Finally, due to the previous issue with an over-engineered legacy CMS setup, Sanitarium needed to be reassured that they were choosing the right CMS and right technology partner. Sanitarium engaged with Kentico to perform a Performance and Health Audit on the CMS before go live to build trust in the solution and get reassurance that their new platform was fit-for-purpose. The audit was passed with flying colors.

"Interesting were instrumental in bringing to life the design of our new website with creative flair and efficient project management."





Results

Sanitarium has seen excellent results across the board with improved Google ranking for the site content and higher than expected jumps in mobile and tablet traffic. This, despite a considerable re-write of the sites content.

Key Criteria for Choosing Kentico

Kentico provides a robust framework on which to build a publishing platform with multi-lingual functionality that will adapt and evolve as Sanitarium refine the mix of marketing, editorial, and recipe content so that the site becomes a tailored experience.

Kentico provides the flexibility to allow for the creation of custom web parts for situations where the requirements were complex and required additional development. It is also an excellent platform for responsive web builds. The platform provides no constraints from a front-end perspective with the implementation of Zurb's Foundation responsive framework.

The easy, user-friendly Kentico admin interface means the Sanitarium internal digital team were quickly up to speed on the new CMS. Finally, Kentico was seen as the best CMS software due to the fact that it offers a function-rich, easy-to-use CMS system at a competitive price.



Interesting

We are an independent technology and design studio creating digital products and brand experiences for a connected world. Founded in 2004 out of a desire to have technology and design work in closer unison, we help organisations innovate, grow and bring new ideas to life by making the complex simple.

We combine human insights with new technologies, and smart thinking to create just about all that is possible within digital, including content managed web and mobile platforms, custom tailored desktop, touch-screen applications and integrated eCommerce solutions.

We have a proven track record of delivering technically demanding, future-proof and context-aware solutions. We work as a trusted partner to some of Australia's most famous brands including; Optus, NSW Business Chamber, UBank and Sanitarium, and brightest creative agencies, including Pusher, Tongue, Sputnik and Leo Burnett. We have also created an evolved studio model to help and partner with progressive early stage start-ups.

Interesting believes in flexible, timely, user-centric working solutions that behave the way users expect and give brands the freedom to grow and adapt. We hope you do too.



Interesting

Suite 106
83 York Street
Sydney NSW 2000
www.interesting.com.au
Call: 02 9279 3700

Tristan O'Shannassy

tristan@interesting.com.au