

Case Study

Oxfordshire Business Awards

oxfordshirebusinessawards.co.uk

Ridgeway

Industry

Awards & Events

Partner

Ridgeway

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Marketing Manager

“Ridgeway have done a fantastic job on our website. Aesthetically stunning on both desktop and mobile, the website has created a smooth entry process that can be easily monitored by our team of sponsors.”

Paul Lowe

Chairman of The Oxfordshire Business Awards

Background

The Oxfordshire Business Awards (OBA's) are free to enter and are run by a committee of local businesses, including Ridgeway. They give businesses in the area an opportunity to network and demonstrate their leadership in the local community.

Goals

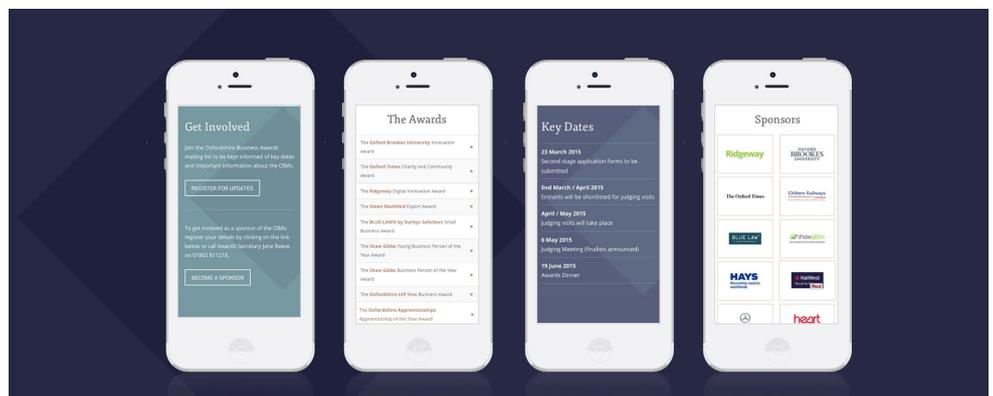
The Oxfordshire Business Awards needed a compelling website that helped local businesses to understand the benefits, easily enter, and keep up with the process. The content needed to be easy to change throughout the stages of the process, from entries opening through to announcing winners.

For the committee members it was important to be able to track and manage their entries in one online portal. As a not for profit organisation funded by sponsorship alone, it was imperative to limit costs where possible.

The website needed to be mobile optimised to inspire entries across a variety of devices with a fresh design that was in keeping with The Awards' branding.

Challenges

- A responsive site that was intuitive to use across all devices.
- Allowing The OBA team to easily change content.
- Creating a website where businesses could easily enter and keep up with content.
- Committee members had to be able to track & manage entries easily.
- A great website that still limited costs where possible.



Solution

Ridgeway built The Oxfordshire Business Awards' site using Kentico 8.0 over a 4 month discovery, design and development process, with the site going live in November 2014 to coincide with the launch of the awards.

Case Study

“From our experience as both a sponsor and a winner of The Oxfordshire Business Awards, we knew what was needed to create a site that was simple and easily navigable for both sponsors and entrants. This combined with the technical expertise of our Development Team has meant that The Awards have a site to be proud of.”

Simon Lassam,
Managing Director,
Ridgeway

The website was built using responsive design and tested across browsers and devices to ensure that it looked great regardless of the device it is viewed on.

Ridgeway’s user experience expertise ensured that the entry process was persuasive and smooth, to maximise the number of businesses taking part. Even on the smallest device, the entry form remains clean and easy to fill in and submit. Key information is logical and easy to find through a well-considered mobile information architecture.

As a sponsor, Ridgeway were keen to help ensure the success of the awards, which certainly helped with the costs. Using Kentico’s out-of-the-box solution reduced development time, while maintaining a unique look and feel for the awards.

Ridgeway offered some bespoke custom admin on top of the out-of-the-box features to make it as easy as possible to manage entries in the sponsor login area. Being the very audience needing to use the sponsor area, Ridgeway were perfectly placed to design the functionality in this area.



Results

The entry process for this year’s awards is currently in full swing, with online applications at almost double what they were last year.

The process has also improved for sponsors and judges who can easily track their categories’ applications at the click of a button.

An element of the site that has received particular praise is its quality on mobile devices.

Key criteria for selecting Kentico

- Easy-to-use content management capabilities.
- Provides a website that is uncompromised on mobile devices.
- The ease and speed of building pages