

Case Study

Client: Nordzucker AG

Brand Website SweetFamily



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The new SweetFamily website stages the brand theme of the "Sweet Moments" in an emotional and informative way. Clearly arranged product information, high quality ideas for recipes as well as informative articles and entertainment elements compose the attractive content.

Project Conception and Launch of the Brand Website SweetFamily

About the Client:

Client Nordzucker AG, Braunschweig (Germany)

NORDZUCKER AG

Industry Nutrition

The Nordzucker AG which is located in Braunschweig, Germany, is one of the leading sugar producers in

Project Duration 7 months

- Conception of the comprehensive content area "Süße Küche" (Sweet Kitchen) which offers background information about brand relevant topics such as nutrition, trivia about sugar as well as tips by experts
- New structuring of the product area incl. dynamic assigning of the assortment



URL www.sweet-family.de

Europe. The company was able to achieve a business volume of 1.3 billion Euro with a turnover generated abroad of 40 per cent in the fiscal year 2005/2006.

Online since January 2007

Services Websites/Portals, Content Management, Communication Concept and Brand Strategy

Scope of Work The new SweetFamily website stages the brand theme of the "Sweet Moments" in an emotional and informative way. Clearly arranged product information, high quality ideas for recipes as well as informative articles and entertainment elements compose the attractive content of the new and self-contained brand website.

Technical Features

- TYPO 3
- Comprehensive database of recipes with search function and subscription service via e-mail
- Integrated online shop
- Dynamic Flash elements

The company has branches in Germany, Poland, Hungary, Slovakia, Serbia and Czech Republic.

Nordzucker offers a comprehensive sugar assortment and connected services to the sugar processing industry, retailers as well as consumers.

Conceptual Features

- Conception of seasonal content area "Süße Augenblicke" (Sweet Moments)

Realisation

w3design not only conceptualized and realized the new corporate website www.nordzucker.de but the new brand website www.sweet-family.de as well. The aim of the brand website is the media-compatible staging of the brand SweetFamily. The brand theme "Süße Augenblicke" is implemented via a consequent image concept, the service area ("Süße Küche") and the newly created variable content of the area "Süße Augenblicke". Specific articles on seasonal topics are meant to inspire the user.

The targeted use of context teasers with according product- and recipe offers ensures an effective reference of the product. The integrated and comprehensive database of recipes is the heart of the new SweetFamily website. An online shop with entertainment elements such as ecards and raffles as well as an English version round off the new brand range of the website.

In line with the Online Allianz Hannover, the complete technical realization of the brand website was done in cooperation with Visionate. Based on the content management system TYPO3, the template- and backend development was realized according to the concept. Additionally the existing recipe database was migrated and elevated in its function with a comfortable search and an e-mail subscription service.

