

Custom calendars - built online.



> The Background

Adventus needed a way to promote their stock calendars and corporate programs online.

> The Objective

Adventus required one site area for the general public and small/large businesses to access and: view Adventus stock calendars, select and customize calendars, preview their calendar, approve it, and complete the purchase online.

A second area was required for companies who had signed on to a corporate partner program. They would receive an access code directing them to a sub-site which promoted the custom-designed calendar Adventus had created for them. Dealers, agents, or retailers could log on and customize their calendar with their own business information, preview it and order it online.

Adventus also wanted to include a value-added feature to draw viewers back on a regular basis

> The Process

The first step was to layout the entire website as a flow chart in order to fully understand the depth and size of the site. This allowed Serengeti to make sure the information was presented in a meaningful and logical manner and that the navigation systems were functional. There was a strong desire to simplify every possible step in order to ensure the viewer did not get frustrated at any point in the process of creating and buying a calendar.

> The Result

The three areas of the main site (general public, custom programs and corporate login) were each given a modern fresh colour. For ease of reading, a taupe colour was introduced as the predominant

background colour. The initial navigation stage on the homepage was reduced to three choices with rollover explanations to try and get the viewers to where they really wanted to go. We designed what we called the "Four-Step Calendar Builder". The idea was that by stating the number of steps required to complete the calendar building process, it would be more inviting for the viewers to try. They were allowed to customize any stock calendar without having to order, just so they could see their customized product on-screen. The product and images were created in two

sizes so almost everything relating to the calendars was enlargable with a mouse click.

The value-added feature was a resource library called "The Source". This area of the website featured interesting articles that had been acquired from various publications and news services. The articles were sorted into categories and made available for anyone to read. The site was an instant success and people were drawn back frequently.



Adventus Business World Calendars

Adventus Business World Calendars is one of North America's leading calendar companies. Adventus designs, prints and distributes calendars on behalf of large national corporations and service organizations, as well as, smaller local independent businesses. Adventus' innovative approach offers each client a high level of customization in the design of its program.