

## Online retail

### Case study of Totem's work for Jaeger & Viyella

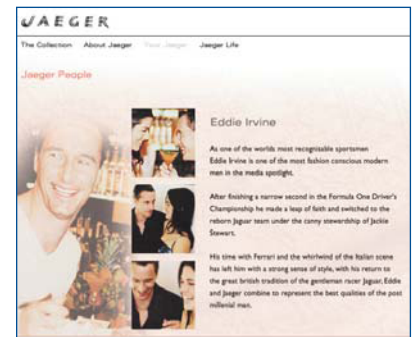
**Client** Jaeger and Viyella are well know high street retail brands owned by Coats, the world's largest manufacturer of industrial sewing thread and consumer needle craft products.

**Project aim** The project aim was to develop two separate websites that could share a common platform and set of enabling technologies and functions. As the two brands and target audience demographics are quite different it was important to use the shared technology differently on each site. The site was not overtly commerce driven, although eCRM and brand recognition and promotion were high on the agenda. The other business objective was to extend the reach of the brand to new customers.

**Project solution** Having determined a number of broad parameters e.g. the number of updates to content, we recommended an ASP driven option. This would allow us to extract core data and represent it on both sites, but have the flexibility to represent that information in the correctly branded templates.

Totem worked extensively with senior representatives of Jaeger and Viyella firstly to understand the nuances of each brand and then in defining the 'tone-of-voice' for the websites. This was a very important differentiator as each site had similar functional capabilities.

Apart from the similar aspirational element to each site it was important that we also understood the subtle differences between each country and its products. Totem's own usability and research department were involved in developing this proposition which included print and CD-Rom elements.



#### Features

- Content management
- cross channel comms program
- Full eCRM capability
- Tracking and monitoring features
- Online promotions (Jaeger)
- Personalised wardrobe
- Jaeger loyalty scheme
- Several language variants (e.g. Japan, Germany and Italy)
- 'Catwalk' (personalised preview of seasonal collections)
- VRML dress dummy (allowing outfit matching using inference engine) December 2003