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Hanson **insights**

Today, Having A Website Is Only The Beginning. Making your site a marketing powerhouse is the next step.



Gilman Hanson



Bob Hennessy



Eric Livingston

Communicating information is what the web is all about. Communicating information that motivates, inspires or leads to action is what Hanson does best.

How does your website compare with your competitors? Does your website effectively communicate your brand's promise? Is your website resonating with your target audience? Is your website delivering increased market share and sales? Is your website the cornerstone of an integrated marketing communications strategy?

As marketing communications designers with over 20-years of experience in creating successful marketing communications solutions for some of the world's leading corporate marketers, Hanson brings that same marketing-centric focus and communications expertise to website development.

Specifically to the Web, we offer:

- Web assessments and audits
- Web-based marketing strategies
- Web-specific creative strategies
- Content development
- Programming
- E-commerce backend programming
- Content Management System (CMS) creation
- Search Engine Optimization (SEO)
- Site Analytics
- Customized programming (calculators, login, etc.)

WHAT DO YOU WANT YOUR WEBSITE TO ACCOMPLISH?

Before you do anything to your website, we suggest you think about what exactly it is that you want to accomplish. With rapid changes in the marketplace, new product offerings, ever-evolving technologies and growing customer sophistication,

there are plenty of reasons to develop a solid plan for your new website – and doing a comprehensive web assessment is a good place to start.

The Advantages of a Comprehensive Website Assessment can be:

- Significant costs savings during design, construction and implementation
- Involvement of key stakeholders in the process
- Keeping brand and advertising messaging consistent
- Increasing brand performance
- Fostering customer and new user satisfaction
- Increasing sales opportunities & profitability

BUILDING A WEBSITE THAT DELIVERS.

Designing a website is serious business. Nowadays, it serves many companies as their primary marketing and sales tool. We consider your website the 'face' of your brand. Our goal is to assure that your website achieves all of your business and marketing objectives.

Our process for creating the best performing website for you and your brand involves the following steps:

1. Site Organization & Navigation
2. Creating Brand & Content Assets
3. Interface Design
4. Market Research
5. CMS Strategies
6. Rich Media Strategies
7. Promotional and E-commerce Strategies
8. Testing & Launch

BUILD IT RIGHT

See inside for three world class examples of websites done right

- E-COMMERCE 2
- INTRANET 3
- EDUCATION 4

Building it Right: 3 Examples of Website Development



CREATING A NEW E-COMMERCE WEBSITE

To meet new sales projections at Wal-Mart and Target, ZeroWater asked Hanson to help reposition its brand and promote its water purification products.

Along with developing the new ZeroWater brand identity and tagline — “If it’s not all zeros — it’s not ZeroWater” and as a cornerstone of ZeroWater’s new marketing campaign, Hanson created the new ZeroWater e-commerce website.

“Hanson ‘got us’ right away. We are first and foremost a technology company and the new Website really showcases the benefits of our superior filtration system.”

Doug Kellam
CEO, ZeroWater

e-commerce



A shopper's page featuring exclusive promotions that drive product trial and purchase.



Educating the consumer by illustrating and explaining the benefits of ZeroWater's patented filtration technology.



Brand imagery that is consistent with and supports the retail environment. A site that's designed for both shoppers of ZeroWater products and for educating the consumer about water filtration.

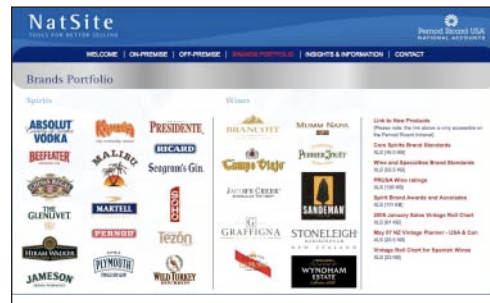


Featured product and coupon offers that coincide with current TV promotions and infomercials.

intranet



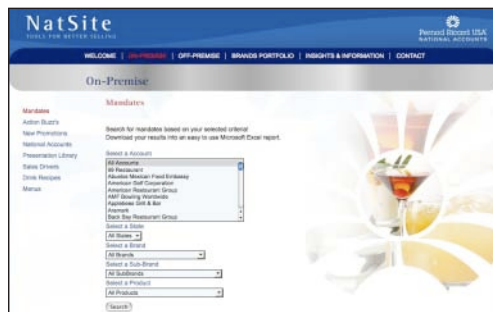
Home page



Brand profile



Latest promotions



Comprehensive search engine

CREATING A NATIONAL ACCOUNTS INTRANET

Pernod Ricard USA, the world's second largest distributor of premium spirits and wines, called upon Hanson Associates to develop and create NatSite, Pernod Ricard's new National Accounts retail website. As a strategic leader in brand development and retail management, Pernod needed a single, in-depth source for all retail strategies, promotions, brand information, news and sales support.

Hanson's creative team developed a site that:

1. Allows for quick access to in-depth brand information
2. Has a comprehensive search engine
3. Allows for quick access to current On and Off Premise promotions
4. Is easily accessed by sales, marketing and retailers
5. Is flexible for growth and accommodates frequent updates and revisions

"NatSite's consistent distribution of sales information, current promotional tools and industry news increases National Account's visibility and value within every division of the company."

Steve Walkerwicz
Pernod Ricard's National
Accounts Division Brand Manager

3 Creating The Nation's Leading Mixology Education Website

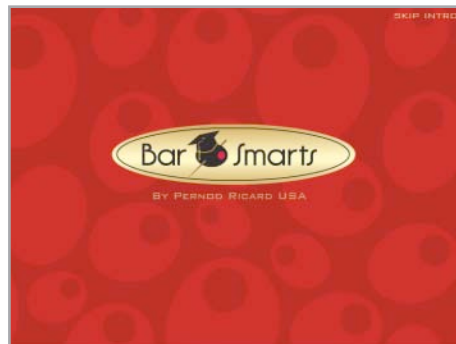
Pernod Ricard's BarSmarts Advanced is the most innovative direct-to-the-bartender spirits, mixology and service education program available.

Hanson's creative team branded the program, designed the training materials and created a comprehensive website that:

1. Opened with a branded Flash intro
2. Allowed on-line registration
3. Allowed on-line payment and delivery of the training materials
4. Included on-line quizzing and registration for an "in-person" final exam
5. Allowed for a phase two, nation-wide rollout that will have all of the BarSmarts' materials on-line with the program open to the general public

"The creative foresight from Hanson Associates made BarSmarts™ exceptional—both creatively and functionally. Their vision and approach to the brand gave the much needed energy and relevance to the trendy bartender audiences in the NY and SF markets. And their full range of services enabled us to launch a highly acclaimed program."

Suzanne Freedman
 Director, On-Premise Initiatives
 Pernod Ricard USA



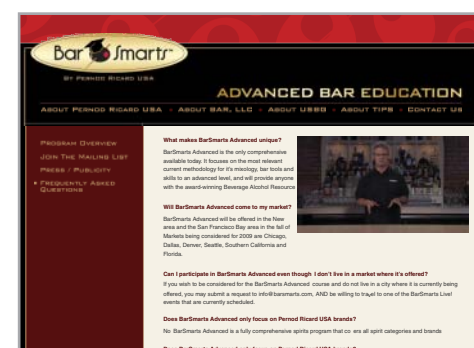
Intro flash page



Online registration



Instructional modules online and downloads



Video

education