ATHLON

B2B Awards
Ragus website

Category name Best website

Category number 9

Brand/Client Ragus

Agency Athlon

Programme/initiative name Ragus website

URL www.ragus.co.uk

FINALIST 2014 B2B AWARDS

Word count 998

Summary

Athlon partnered with leading UK sugar manufacturer Ragus in the redesign of its website and online presence. Our objective was to change perception of the brand from a small family owned business to a global provider of sugar products.

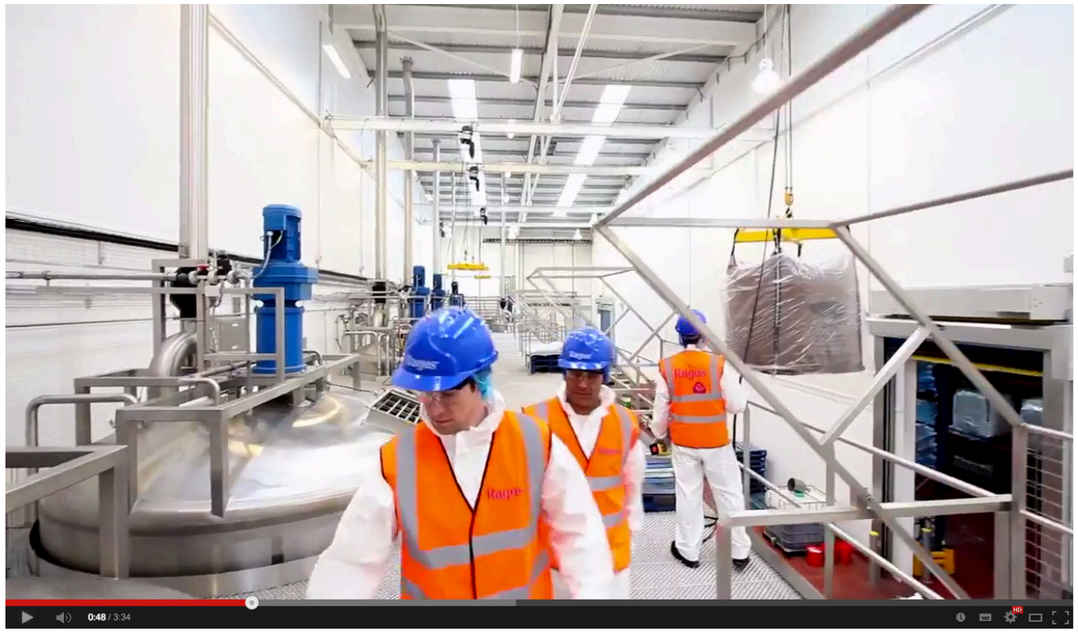
We took a holistic approach including a complete website relaunch, creation of a series of brand films and supporting content strategy.

Our approach was designed to enagage with a B2B audience of senior buyers, CEOs and food scientists.

The results demonstrate the success of the project in raising brand awareness, increasing audience engagement and ultimately helping to contribute to a ** increase in unit sales.

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***** These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.***





Overview
Company and website objectives

About Ragus
Ragus is a UK leader in the manufacturing of specialist sugar and syrup products.

Founded by the Eastick Brothers in 1880, Ragus has specialised in sourcing, manufacturing, consulting and delivering on pure sugars and syrups since 1928.

The new multi-million pound state-of-the-art factory supplies hundreds of tonnes of pure sugar products to customers all over the world every day.

Business issues faced by Ragus

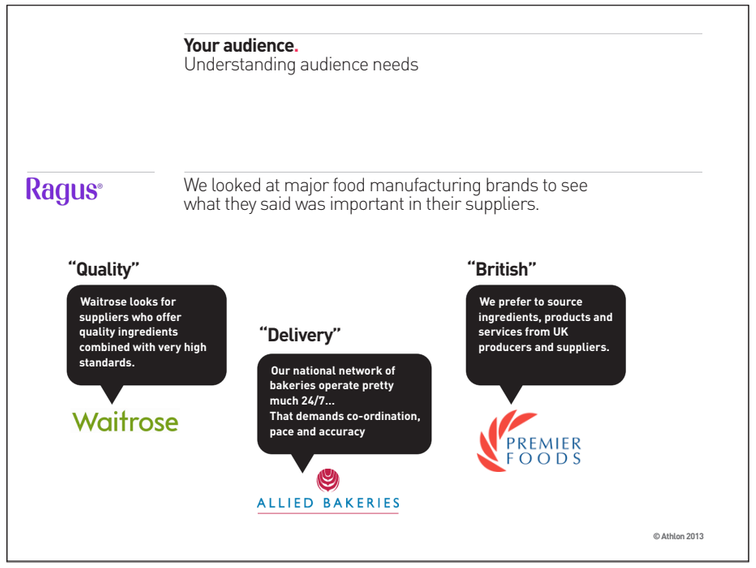
- Due to its heritage, customers perceived Ragus as a small family-run business rather than a global provider of sugar products.
- Ragus' online communications did not reflect the global scale of the operation
- Ragus lacked a clear digital strategy or communication tools to reflect the breadth and scale of its offering.

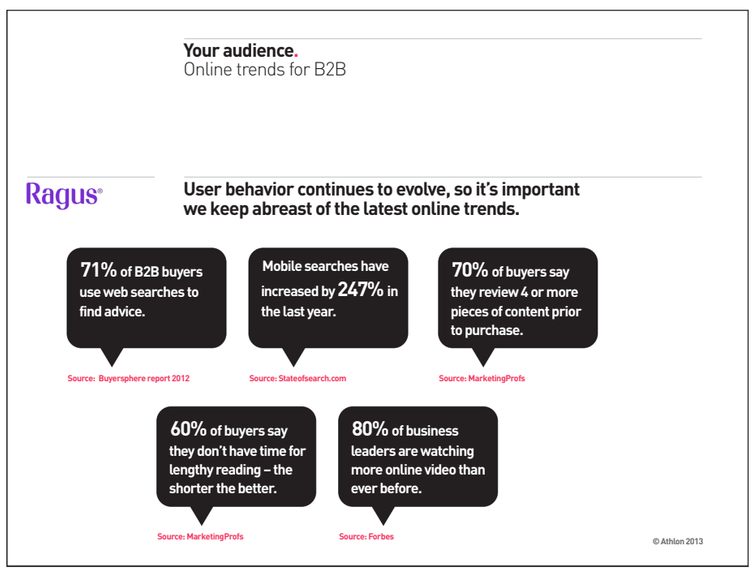
Objectives of the campaign

"Deliver an online communications platform that will change the perception of Ragus from a small family-owned business to that of a global provider of specialist sugar products."

Ragus®

Target audience





Athlon conducted a strategy workshop to identify key customer profiles and behaviours. This informed the approach to online content and website structure.

Senior Buyers
Foods & Beverage sector



- Organisations that place purchases in excess of 500 tonnes of product per year
- Time-poor and keen to gain an overview of company proposition quickly
- Looking for suppliers who have a wider industry perspective
- Need to see clear scale and credibility across the organisation

CEO / Entrepreneur
New product start-up



- Looking for a innovative sugar solutions to meet their product needs
- Keen to access knowledge experts who can help in their product development
- Looking for organizations that can plug the knowledge gap

Food Scientist
Foods & Beverage specialist



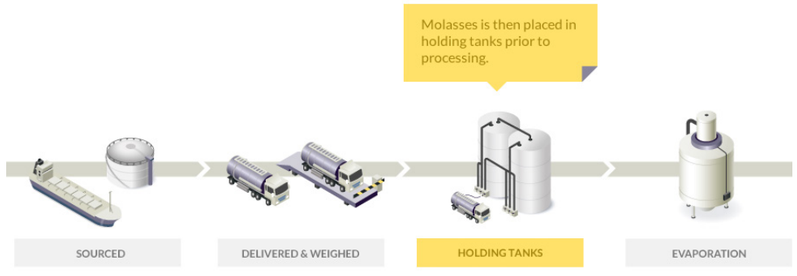
- Experts in nutrition, they make recipes for manufacturers
- Often key influencers in a buyer's decision making process
- They are often ethically-minded and health-conscious, so will be looking for organisations that demonstrate social responsibility.

Media, channels & techniques

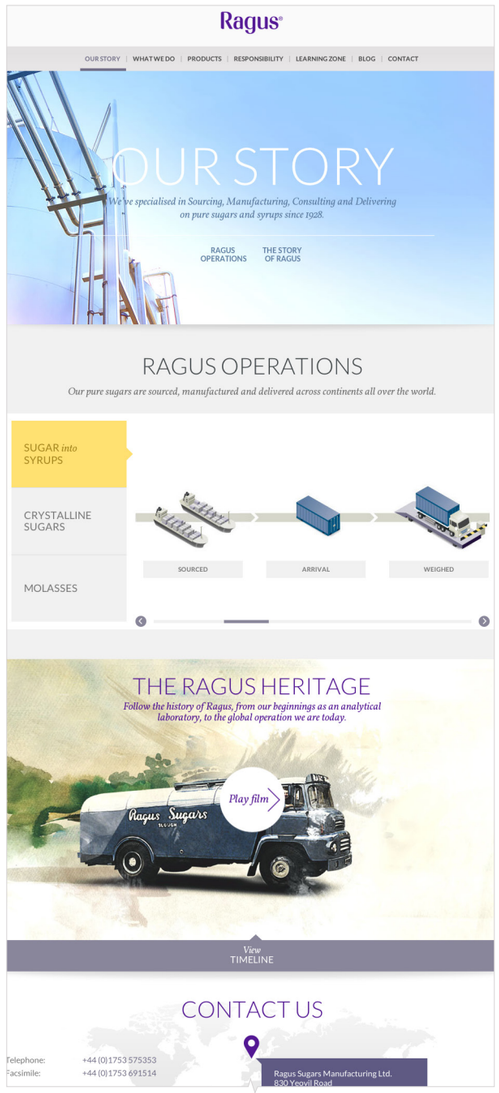
Changing the perception of Ragus online



Responsive website with brand film on homepage



Detailed infographic that allows visitors to gain an overview of the operation





Interactive timeline and film provides the history of Ragus re-inforcing the heritage and strength of the brand.

How we addressed Ragus' audiences' needs

Senior Buyers

- The website conveys the sense of an organisation that is safe and a brand that they can trust
- It showcases the scale and scope of Ragus' manufacturing operation
- In addition, a blog provides insights into industry news and updates

CEOs & Entrepreneurs

- We wanted to showcase that Ragus can provide consultancy and has have intellectual property to share
- Ragus is a modern 21st century brand that can offer product insights often missing from their larger competitors

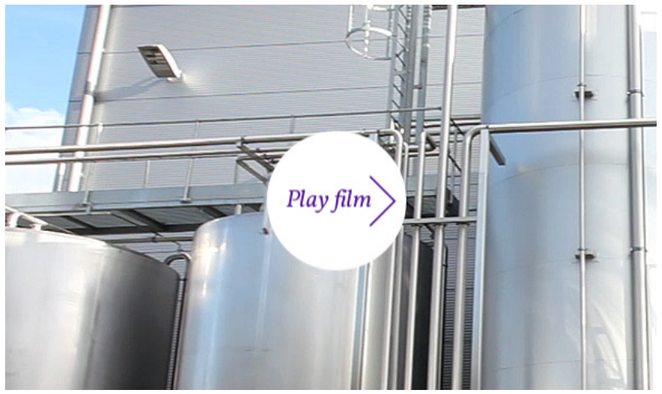
Food Scientists

- We wanted to demonstrate that Ragus is an ethically-minded company
- It has a transparent approach to sourcing and cares about the naturally-sourced nature of its products

Media, channels & techniques

Changing the perception of Ragus online

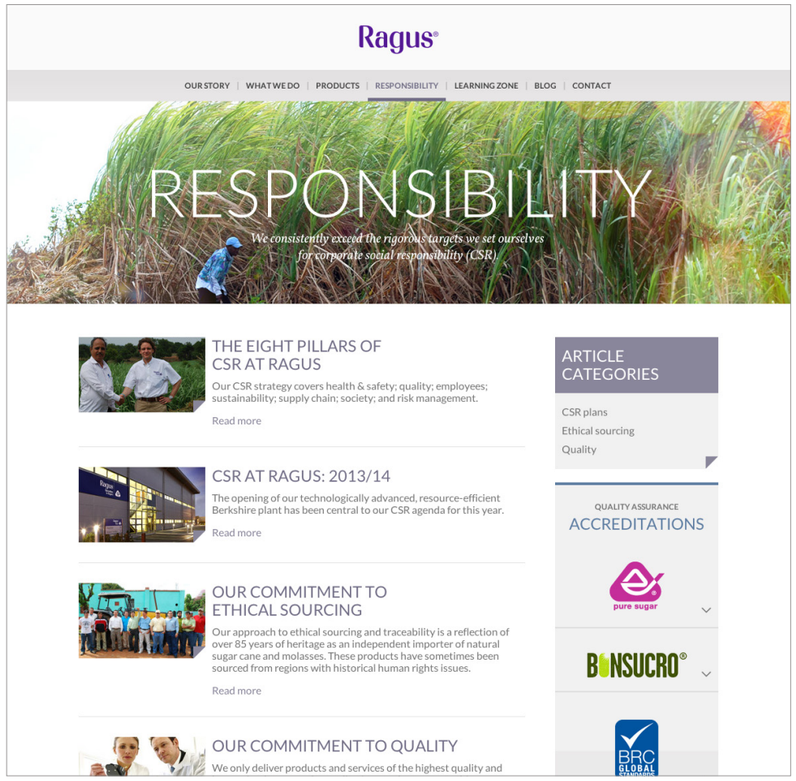






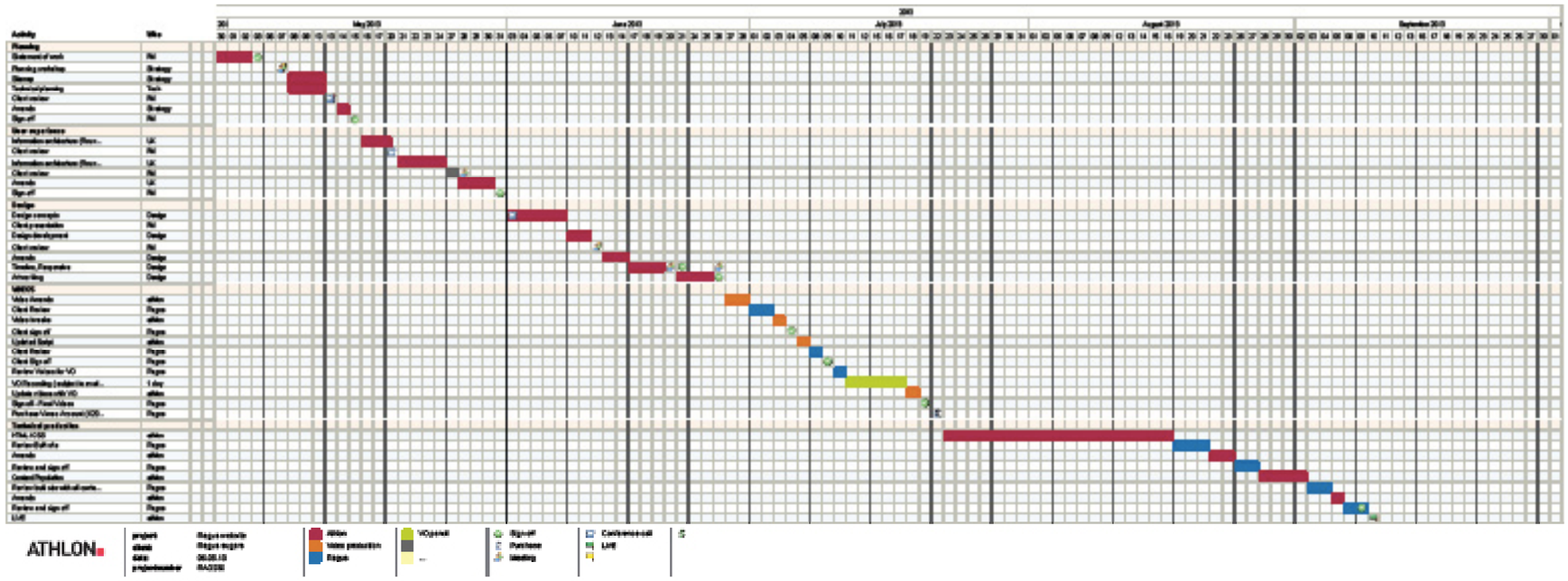


A series of four films in the 'Our Products' area outlines the breadth of the Ragus offering from sourcing to delivery.



The website contains a 'Responsibility' area showing Ragus' commitment to ethical sourcing and supporting fair trade

Project timescales and budget



Project budget
Overview

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Phase 1: Strategy
- Competitor benchmarking and research
- Audience insights and personas
- Sitemap and content structure
- Website concept

Phase 2: Design
- Functional specification
- Interaction design
- Visual design
- Film storyboards and treatment

Phase 3: Production
- Copy-writing
- Film production
- Website development
- Content population
- Testing and user acceptance
- Deployment and live

Phase 4: Review
- Reporting and analysis
- Performance review
- Content strategy

Results

Driving brand awareness

- **545%** increase in first time visitors after the first six months of launch

- **364%** increase in page views

  In the six months prior to the new website, there were 1,047 visitors and 4,100 page views

  In the six months following launch, there were 5,368 visitors and14,949 page views

- The Ragus website now ranks **first** in targetted organic Google search results that include:

  "Specialist sugar manufacturer"
  (General terms)

  "Demerara sugar specialist"
  (Product specific terms)

  "Ragus Sugars"
  (Brand terms)

Increased brand engagement

- Returning visitors spent **20%** more time on the website than in the same period the year before

- **500%** increase in visitors looking at *'Our Story'* and *'What We Do'* areas of the website than in the same period the year before.

- There was a **51%** increase in website traffic via mobile devices from the previous year – the new website is designed to provide a rewarding mobile experience

Increase in leads and sales

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Data sources:
SAGE software systems CRM, Google Search & Google Analytics.

Client testimonial

"The previous Ragus web site did not truly reflect the different aspects of our business, its global reach or our heritage in sugar.

The site failed to engage visitors nor did it address the market sectors we wanted to sell to. As a result the number of site visitors reduced.

After assessing various potential suppliers across the UK, we chose Athlon to create the new Ragus website.

As a company and brand this was a major strategic objective for 2013/14. Having just built a brand new multi-million pound sugar refinery, we wanted to reflect Ragus' growing position in the industrial sugar market.

It has proven to be a great decision. Athlon has helped modernise the Ragus brand online through the redesign of our website, creation of brand films and launch of new social media channels.

Athlon's approach was strategic and beautifully executed, with a clear focus on the need to address both the corporate and our customers' needs."

Ben Eastick,
Marketing Director, Ragus

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