Category number: 9

Category name: Best Website

Programme/initiative name: 'Recycled papers'

Agency: Our name is Mud

Brand or client: Arjowiggins Graphic

URL: www.recycled-papers.co.uk

[Summary page]

'Recycled-Papers.co.uk' is the UK specific website for Arjowiggins Graphic, developed by Bath based web design agency Mud.

The key aim was to convey the papers' properties in a visual and descriptive way with designers, corporate end-users and printers in mind. The site switches seamlessly between sections - all of the information is accessible whether on-the-go or on a desktop.

Several innovations were created for the project, such as the Eco-calculator, paper finder and an e-commerce style sample ordering system.

The results have been quite unprecedented; since the launch of the new site, we have seen the highest ever recorded web traffic, sample orders, enquiries and environmental benefit statement requests.

During February and March 2015, we saw more website visits than the 12 months of 2014. We saw an increase in traffic of 763% during the website's first 3 months (compared to the same period in 2014). In addition, the new sample request system created an uplift of 348% compared to the same period as last year.

Bounce rate has reduced by 27.6%, with an increased average of 1.45 pages viewed per visit with increased average session duration of over 2 minutes. The website reach increased by over 4,500 users.

199 words

[Main submission]

About the client company

Arjowiggins Graphic manufactures the widest range of eco-responsible recycled, coated and uncoated papers in the European market. The main objective is the development of recycled, eco-responsible and innovative papers that offer unequalled levels of quality and performance.

The papers produced by Arjowiggins Graphic have been developed for publishing, advertising, printed communications, labelling, packaging, posters and POS.

Arjowiggins Graphic offers a range of papers that are eco-responsible, high-quality and highly technical in terms of whiteness and printability. In 2009 Arjowiggins Graphic was the first European paper manufacturer to launch a 100% recycled, Extra White uncoated paper for graphical applications, called Cocoon Offset and Preprint. Arjowiggins Graphic has developed a plethora of new products under the brands Cocoon, Cyclus, Maine gloss green, Satimat green and Eural.

Strategy – broader business issues the company is facing

For a number of years, Arjowiggins Graphic has been contributing to putting the concept of a circular economy (recycling) into practice. This vision was the foundation of the Arjowiggins Graphic business strategy; its practical implementation can be seen in our decisions and actions.

There are still a number of misconceptions about recycled paper that we have to overcome. Research and innovation in the recycled paper industry now means that printing on recycled paper does not mean approaching the design or printing process in a different way.

Our whitest papers do not look recycled and are comparable to leading virgin fibre papers; whereas our natural papers have the aesthetics that are historically associated with recycled paper. Yet, some still view recycled papers as being a lesser product to non-recycled papers.

Objectives of the campaign

Redeveloping the site to make it mobile compatible was the driving factor behind the initiation of the website project.

Visually, it was a priority to show the quality and character of each paper, therefore moving away from computer manipulated graphics and towards photography.

We wanted users of the site to be able to switch seamlessly between sections and get all of the information they required whether on the go or at their desk.

We also targeted an increase engagement and overall visits to the site.

The target audience

Printers, designers and corporate/end-users are our key audience segments. It is important that these audiences can easily order samples and calculate Environmental Benefit Statements 'on-the-go'.

Finding each user the right paper was a particular concern, thus the concept of a new 'paper finder' feature; to help users find a paper suitable for any number of requirements and specification.

We needed to provide detailed information on the environmental efficiency and technical specification of each paper to please these audiences.

Media, channels or techniques used

A modular UI design system helped to build the content quickly and effectively. A mixture of Javascript and CSS3 transitions were used to create smooth changes, these transitions enabled us to showcase and emphasise the quality of each paper.

An extensive photo-shoot took place to provide the site with the imagery needed to demonstrate the products. Photography emphasises the tactility of the papers, with props conveying their varying characteristics.

Videos and Photography were taken from manufacturing sites to provide content for the 'Green Matters' section. Illustrative videos were designed on Adobe AfterEffects demonstrating the paper manufacturing process.

Timescales of the campaign

In December 2013 we chose our Agency, Mud.

During January 2014, Mud produced design concepts whilst preparing a strategy to deliver the project. By the end of the month, Mud had conducted research with customers and we had agreed a design to take forward.

From February to April 2014, we developed the designs whilst starting to build the site - further research validated our decisions. Textual content development was

initiated.

May to July saw the completion of most of the build, whilst adding content when validated. The CMS was completed.

July to November 2014 saw the addition of various video, imagery and textual content.

November 2014 to January 2015 was a period of testing on all platforms including mobile and tablet.

February 2015 onwards saw the launch and subsequent analysis and reporting of the site.

Budgets

Total budget (These details were provided to judges in the original submission but are commercially sensitive and therefore confidential) included:

- Hosting
- Domains
- Creative design
- Design development and artworking
- Front end development
- CMS development
- CMS licences
- Copy checking
- SEO rank tracking setup / subscription for one year
- Animations
- Asset generation (photography / illustration / video)
- Development & support for the following calendar year
- Photography
- Video Development

February 2015 onwards saw the launch and subsequent analysis and reporting of the site.

Results

The results have been quite unprecedented for Arjowiggins Graphic, since the launch of the new site, we have seen the highest ever recorded web traffic, sample orders, enquiries and environmental benefit statement requests.

In the months of February and March 2015, we saw more website visits than the 12

months of 2014. In fact, we saw an increase in traffic of 763% during the website's first 3 months (compared to the same period in 2014). In addition, the new sample request system created an uplift of 348% compared to the same period as last year.

Bounce rate has reduced by 27.6%, with an increased average of 1.45 pages viewed per visit with increased average session duration of over 2 minutes. The website reach increased by over 4,500 users.

Our Social media channels were boosted over 130% in terms of interactions.

Client testimonial

"The development of the new recycled-papers website has been an astounding success. Not only do Arjowiggins Graphic, UK now have one of the leading websites in our field, we also have the results to back this project up; to date, we have had nearly seven times more traffic than the same period last year, on top of this, engagement from the site has increased 160%"

Will Green, Digital Marketing Manager

941 words

Supporting material supplied

Website - http://recycled-papers.co.uk/
Paper Finder - http://recycled-papers.co.uk/our-papers
Eco calculator - http://recycled-papers.co.uk/environmental-calculator

Submission ends