FINALIST 2013
B2B AWARDS

CBC

B2B Marketing Awards Entry 2013

Category 9
Best website

Project
Terma.com

Agency
Cross-Border Communications (CBC)

Client
Terma A/S

Word-count
Summary: 195
Main submission: 996

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Client
Terma A/S

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Terma.com

Introduction
Terma A/S is Denmark's foremost aerospace, defense and security company. Dealing with large governmental projects, the company's central marketing and communications channel is its corporate website and it is crucial that Terma's website reflects and demonstrates its capacity for excellence at every level.

Challenge
Terma recognised that its corporate brand no longer reflected the modern Terma organisation. Terma's outdated website only compounded this situation.

Solution
Cross-border Communications (CBC) created an entirely new website that:

- Promotes engagement through stronger content and more opportunities to interact
- Is more customer and benefits oriented
- Strengthens the digital Terma brand using the new "Allies in innovation" brand concept (also developed by CBC) and creates greater visual impact

Why it should win
The results (to date) couldn't be a more dramatic endorsement of why this submission should win:

- The site gets a ground-breaking 634 downloads per month (meaning more than 7,600 downloads in the 12 months since launch (300% higher than the average for B2B sites)
- Page views have soared 27% to 35,000 per month YOY
- More than 530 newsletter sign-ups in 12 months
- Almost 60% are new visitors
- The site has received over 122,000 visitors in 12 months

Main submission

Word-count: 997

The client

Terma A/S is Denmark's foremost aerospace, defense and security engineering company. The corporation works closely with many of the world's leading defense forces, governments and international space organisations, delivering a wide range of mission-critical products and systems.

The challenge

Terma approached CBC with a view to strengthening its corporate brand. At the time, Terma was facing a number of challenges to its corporate profile:

- Brand image was an outdated reflection of the modern Terma organisation
- Lacked positioning clarity and marketing consistency
- Perceived internationally as relatively small and Danish

The former website only served to compound image issues, failing on a number of levels:

- Visually outdated
- Complex and difficult to navigate
- Company-focused, rather than customer-focused
- Lacking in actionable opportunities to connect with stakeholders

A rebranding project was initiated, culminating in the creation of the brand concept "Allies in innovation". However, it was understood from the outset that in terms of implementation, Terma's central marketing channel was its website and the rebranding was to be driven largely by redeveloping the corporate site.

The objectives

Terma prioritised the following objectives for the new website:

1. Promote engagement through stronger content and more opportunities to interact
2. Be more customer and benefits oriented
3. Strengthen the digital Terma brand using the new "Allies in innovation" brand concept and create greater visual impact

Beyond the defined objectives, Terma expressed a general desire to create a site that was more international, reached out to a broader cross-section of stakeholders and became a conduit for engagement and even interaction.

(In addition to the overall objectives, there were a host of specific technical requirements in terms of functionalities and CMS needs.)

The target groups

Terma has prioritised the top 4 target groups as follows:

- Customers and partners
- Public authorities
- Media
- Potential employees

The Strategy and execution

Fundamentally the Terma website was to continue being an "informational" site. With that in mind, the strategy was based around imparting information as engagingly and intuitively as possible, positioning terma.com as an authoritative information source. CBC worked on every dimension of the site (structure, usability, content and functionality) to address each of the three key site objectives.

1. Promote engagement through stronger content and opportunities to interact

The strategy here was to promote engagement through creating stronger content and many more opportunities for interaction, including:

- More relevant and predictive content
- More accessible content
- More sales interaction points
- New brand interaction points

2. Be more customer and benefits orientated

Here the focus was on trying to create a smooth, logical and helpful user experience through:

- Outward-facing business segmentation
- Better information management
- Enhanced user journeys
- User-friendly navigation
- Instant-on Search functionality

3. Strengthen the digital Terma brand using the "Allies in innovation" concept and create greater visual impact

The approach here was to encapsulate everything under a strong identity and clear positioning through:

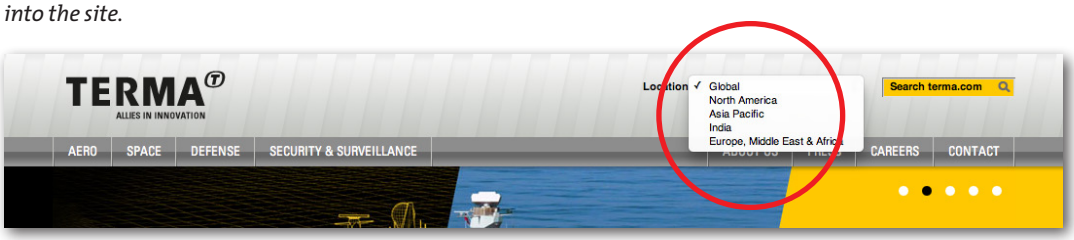
- Bringing a powerful brand concept to life online
- Creating a contemporary and functional site design
- Abundant and organised use of visuals and rich media

Each of these points is expanded upon in the images and captions below.

1) Promote engagement through stronger content and opportunities to interact

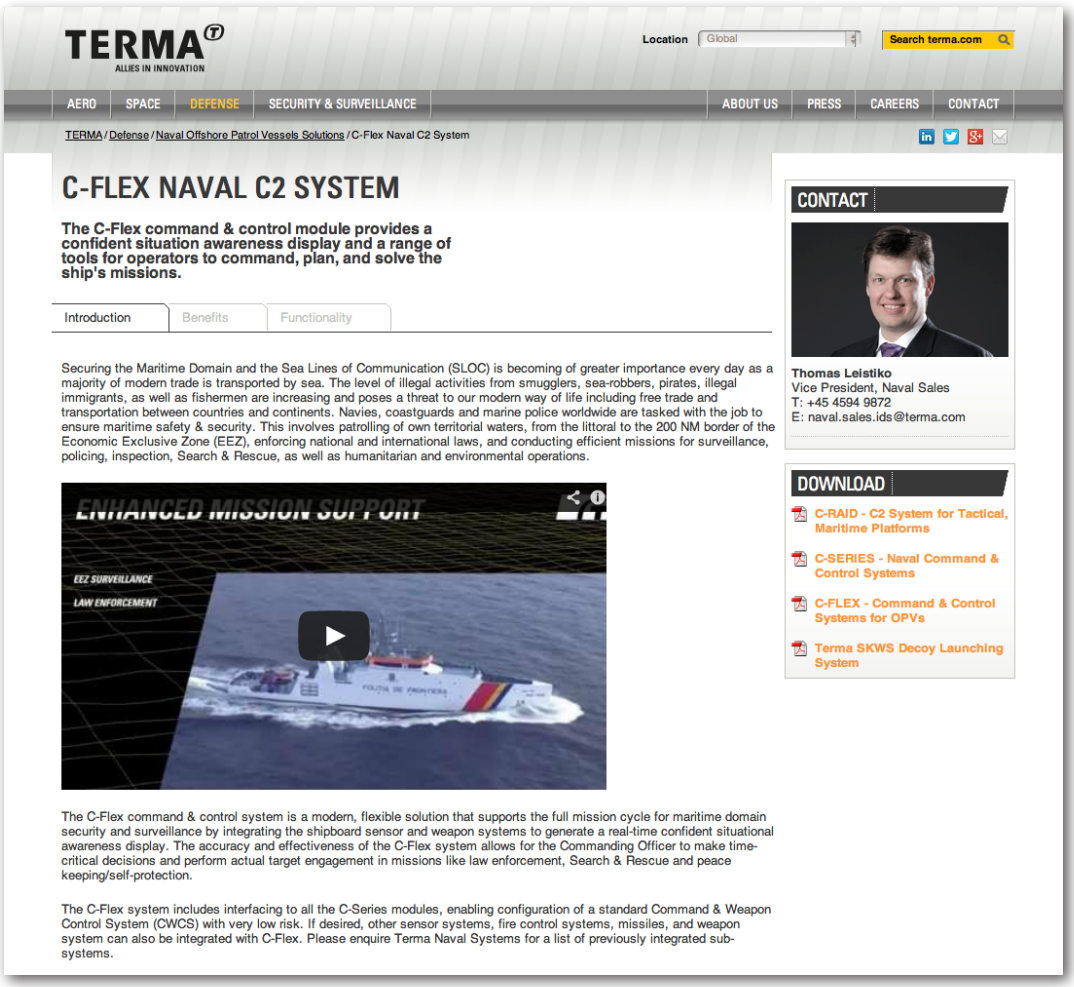
More relevant and predictive content

IP-geo location functionality customises content according to the user's location. Over 10 different types of content (e.g. country-related news stories, promotional spots, case studies, contact options, etc.) are personalised based on the user's location. Aside for geo-customisation, the site also intelligently manages content based on user journey paths, with topic-related content and downloads being added as users descend deeper into the site.



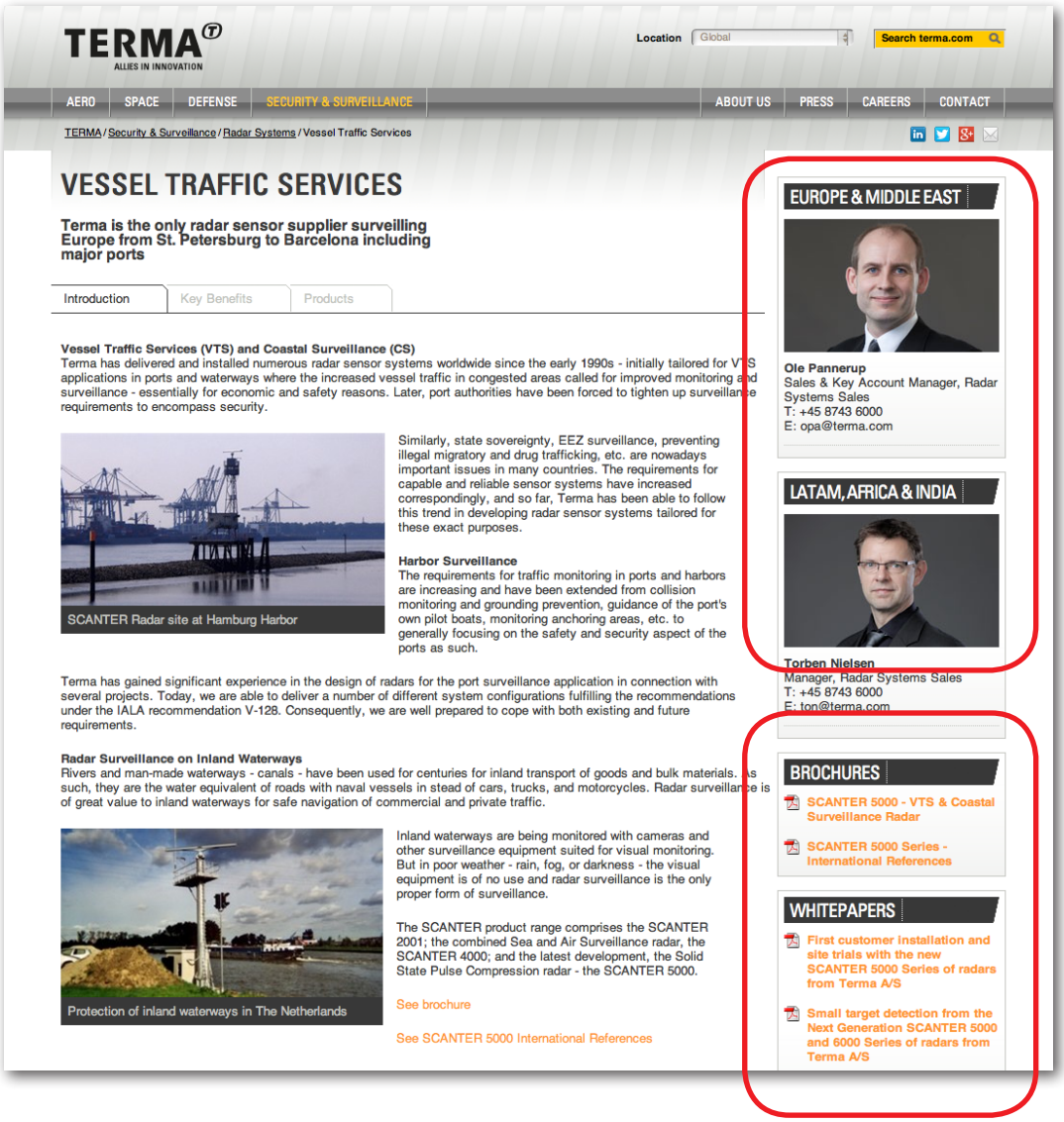
More accessible content

The upper levels of the website are more visual, with concise copy and multiple entry points. Rich-media content is used to communicate complex information in an interesting way. Numerous promotional spots elevate deep-level content and highlight time-sensitive campaigns. Even technical product information at deep levels is broken down into digestible chunks, organised under simple tabs to minimise scrolling and aid information absorption.



Sales interaction points

Terma.com invites users to interact through a variety of downloads (white papers, brochures, case studies), sign-ups and links and even invites visitors to connect directly with relevant staff members. Perhaps controversially, these options are placed at deeper levels in the site where the user journey has indicated that it is likely the user will find it helpful and relevant to initiate interact and even contact.



Brand interaction points

The site encourages user interaction in a large variety of new ways:

- *Newsletter sign-up*
- *Social media integration*
- *A share button to distribute content among colleagues*
- *Event calendar highlights opportunities to meet*
- *Interactive map to locate nearest office or representative*
- *RSS feed notifies of new website content, including news and events*
- *Integration with a pre-existing job vacancies portal leverages the purpose-made functionality of a third-party portal. The interface was redesigned to align with Terma's identity*

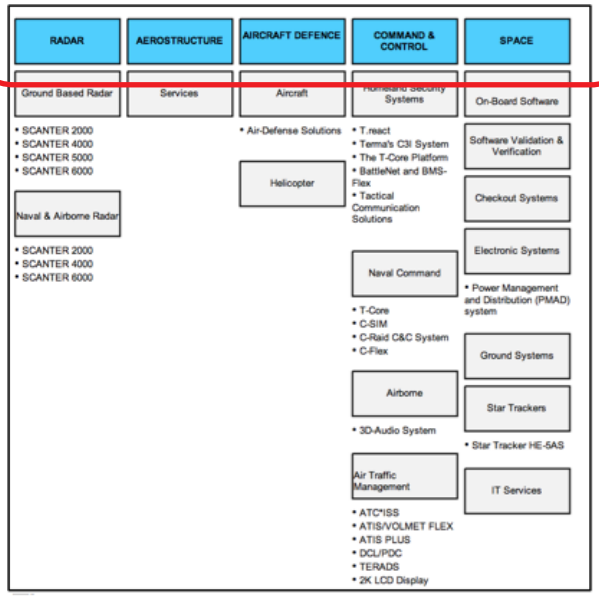


2) Be more customer and benefits orientated

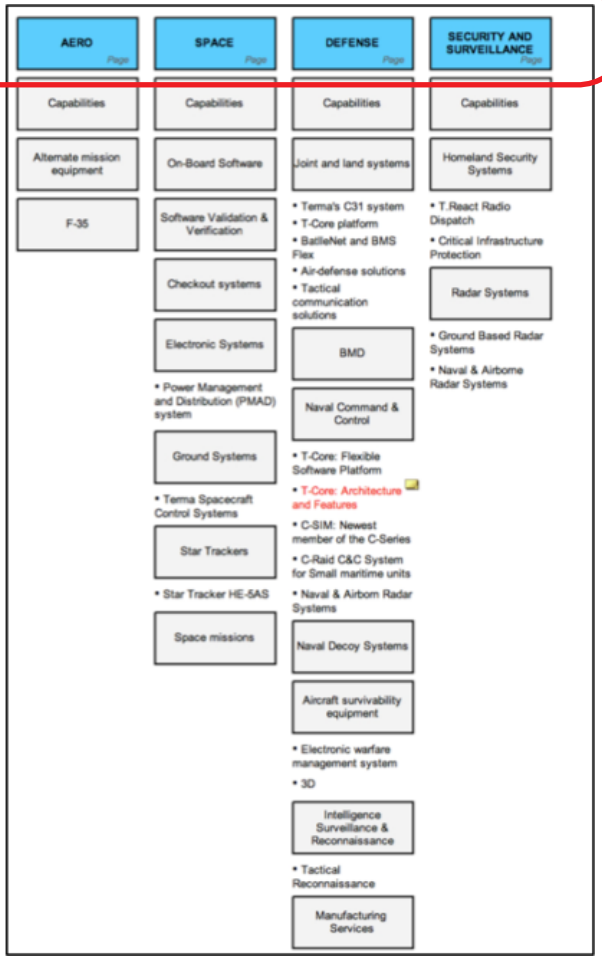
Business segmentation

Previously, Terma had organised its website to reflect its internal departmental structure and product portfolio. The new architecture takes an "outside in" view, dividing Terma's business according to customer segments and application capabilities.

Old segmentation

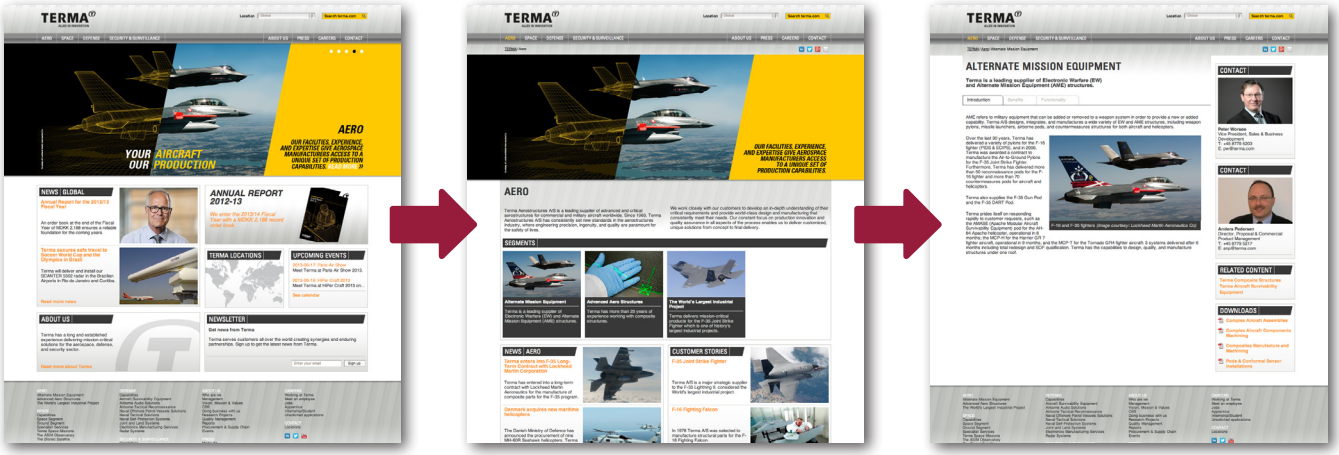


New segmentation



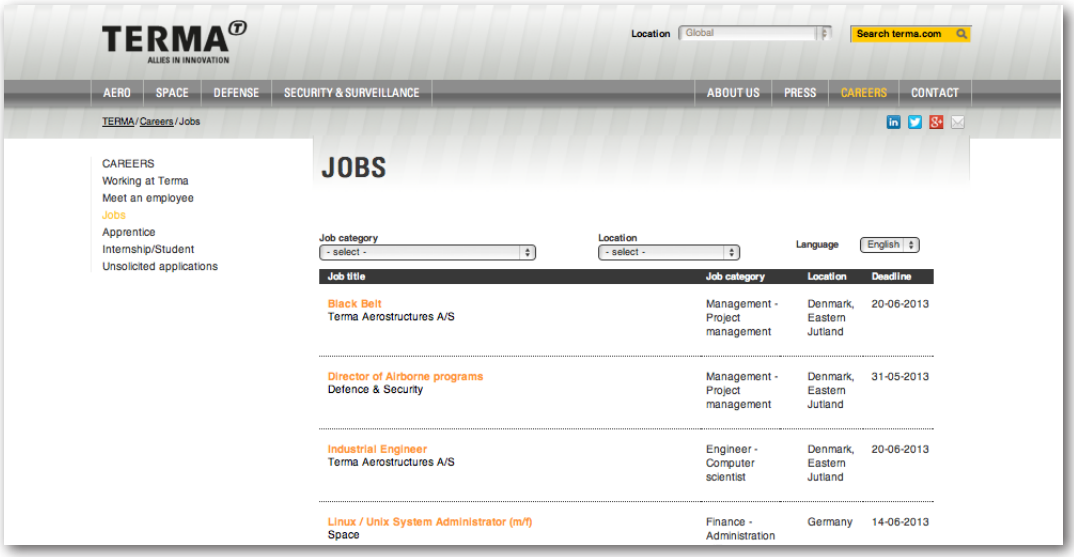
Information management

One of the biggest challenges was to retain a vast volume of information on the website but make it far more accessible for people to digest and navigate. The new website is structured as an information funnel so the deeper readers go, the more technical and specific the information becomes. Related content, such as relevant news stories or case studies, is predictively added along the funnel.

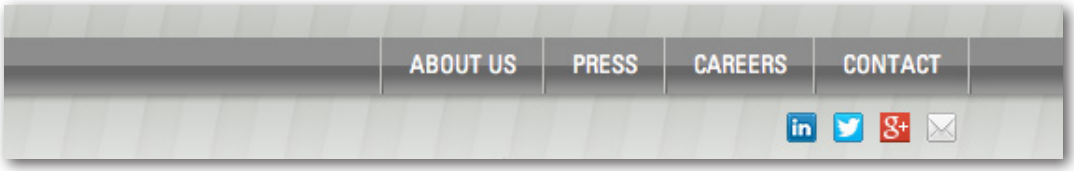


Enhanced user journeys

Beyond general information management, stakeholder user journeys were also enhanced by making it far easier for non-customer stakeholders, such as job applicants or the media, to find information and interact productively. For example, integration with a pre-existing job vacancies portal allows user to customise job searches by category, location and language without leaving terma.com.



Similarly, a high level of transparency and information access was given to visitors from the media, with options to sign up and directly contact relevant Terma press contacts.



User-friendly navigation

It is essential impossible to get lost in the new Terma website. Despite having several hundred pages, a simple, systematic navigation makes it easy to locate information and retrace your steps at all times.



A secondary navigation menu focuses on corporate information:



A breadcrumb trail shows where you are and how you got there:

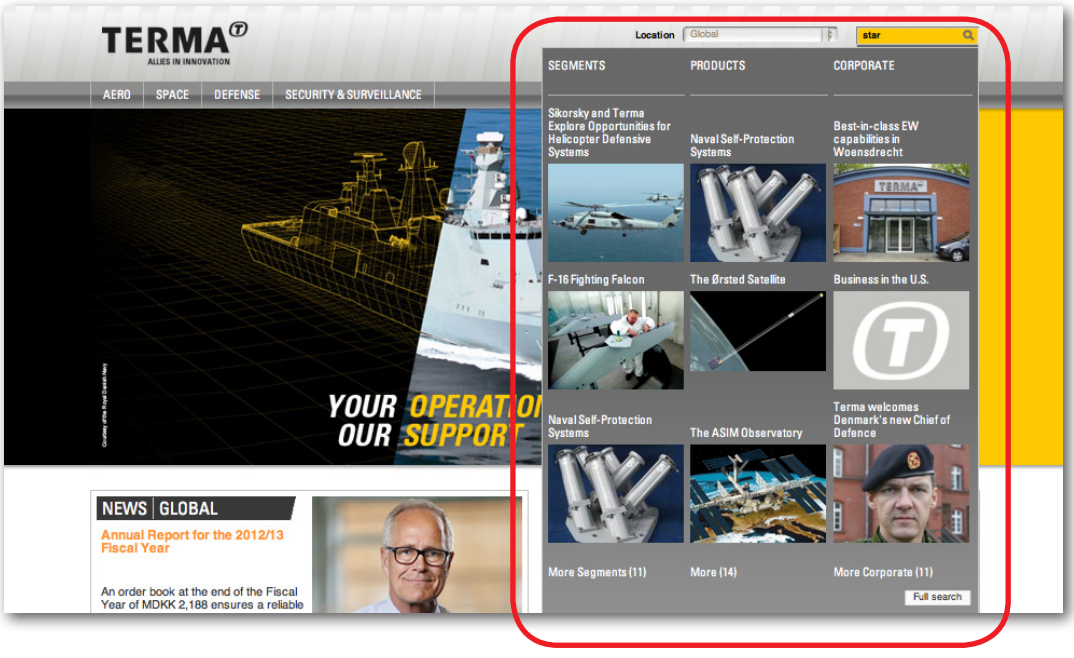


A site-map footer gives a complete overview of the website on all pages:



Search

The "instant-on" Search functionality means relevant results appear as soon as you begin typing. This makes it easy for visitors to quickly find specific information and enhances the user experience. Results are organised according to logical categories to make it easy to identify the correct result.



3) Strengthen the digital Terma brand using the “Allies in innovation” concept and create greater visual impact

Brand concept

Underpinning the user-friendly design and customer-focused functionality was the guiding brand concept “Allies in innovation” (developed by CBC).

Allies in Innovation is built on the premise that creating customer value is not just about strong engineering skills, it’s about being able to apply these skills in the context of a specific customer’s needs.

Creatively, Allies in innovation is visualised using a “split-screen” approach. One side of the image represents a customer segment – space, etc. The other is constructed as a technical 3D wireframe, representing Terma’s forte of integrating seamlessly into a customer’s world, while using its technical skills to help complete the picture.

These ideas are brought to life on the website using a sliding banner based on key concept visuals that link through to customer segments.

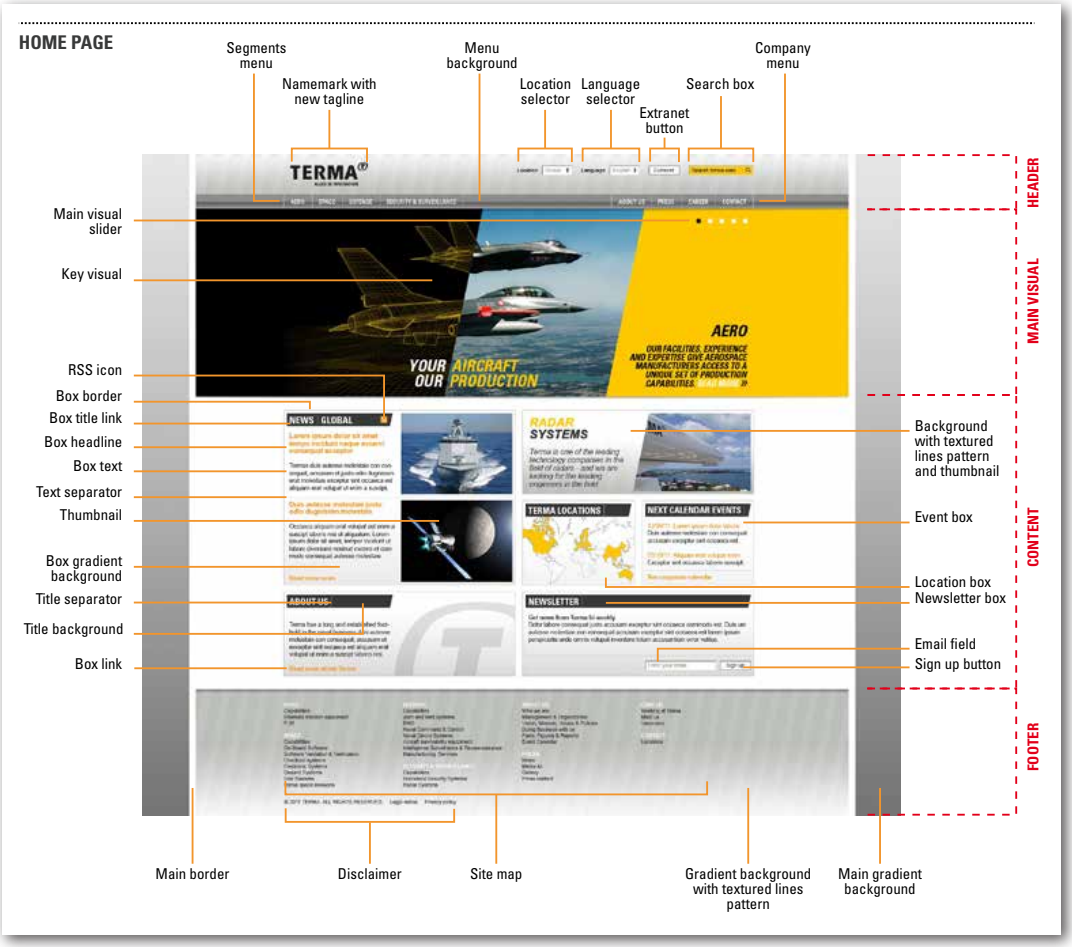


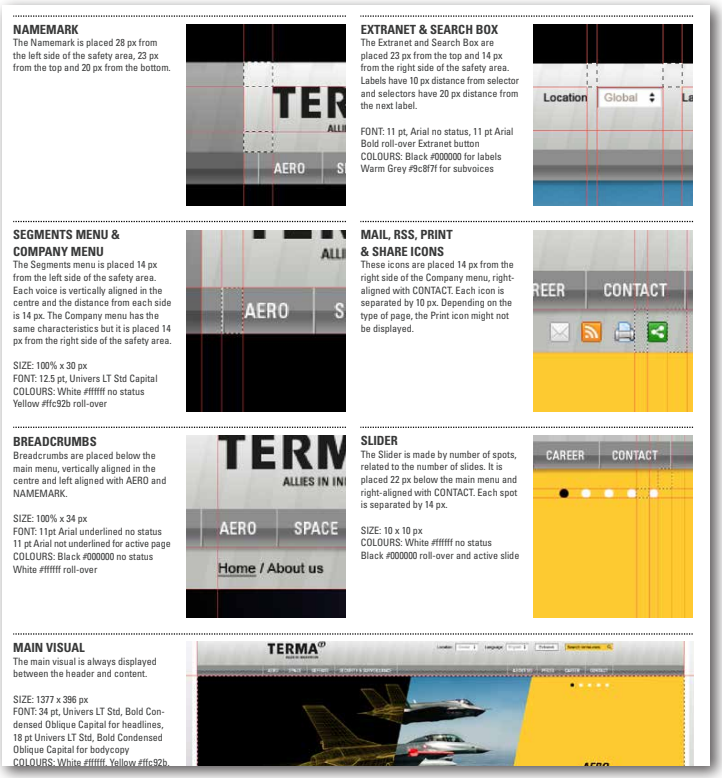




Site design

Beyond the central brand concept, every aspect of Terma's website is designed to be visually attractive, technically workable and functionally intuitive. Given the vast volume of content and functionality required, it was extremely important that the design maintains a sense of uniformity and coherence throughout the user experience:





Site visuals

The new website is a far more modular and aesthetic, with generous use of attractive imagery throughout, from key brand visuals to smaller explanatory thumbnails. Behind this was a systematic framework which organised visuals on four different levels, depending on purpose and use:

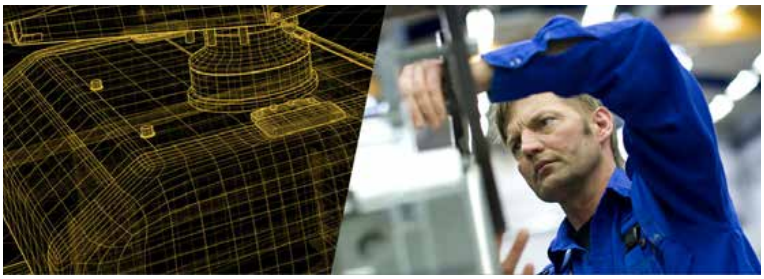
1st LEVEL

The first level is constructed using five elements: Wireframe, Image, Headline, Yellow and Bodycopy.



2nd LEVEL

The second level is constructed using two elements: Wireframe and Image.



3rd LEVEL

The third level is a plain image.



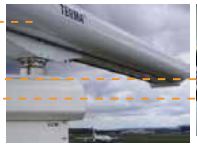
4th LEVEL

The fourth level embraces thumbnails. Thumbnails have different sizes depending on the context of the page.

- 488 x 178 px wide thumbnail with textured lines
- 488 x 178 px wide thumbnail
- 237 x 178 px is used in pages such as Events calendar or Search
- 234 x 170 px is used inside content boxes and in pages such as Home and About Us
- 80 x 87 px is only for contact boxes











Results

Of course, the new terma.com should be judged in comparative terms. That is how effectively it addressed client objectives, how it measures up relative to the old site and how it compares with global competitors. However, by any global site analysis benchmarks, the Terma site outperforms on all front.

Site metrics: Terma wanted to create a site that had international appeal, reached out to a broader group of stakeholders and encouraged greater engagement and interaction. The results speak for themselves:

- The site gets a ground-breaking 634 downloads per month (meaning more than 7,600 downloads in the 12 months since launch): This shows an incredible 7% conversion rate for downloads of white papers, case studies, etc., (200-300% higher than the average for B2B sites). This demonstrates that a very significant percentage of visitors voluntarily choose to interact with Terma – all the more impressive given the high total volume of visitors. It also vindicates the deliberate deep placement of downloadable content. This type of visitor-driven direct engagement is invaluable on several levels: it shows the appeal of thought-leadership content like white papers; it shows that people are able to easily find useful content; it shows that Terma is succeeding in positioning itself as a thought-leader; and (most significantly) it turns a formerly static, unidirectional website into a hugely effective, measureable marketing channel.

- Page views have soared 27% to 35,000 per month YOY: In relative terms this suggests that the content is significantly more engaging compared with the old site.

- More than 530 newsletter sign-ups in 12 months: Here too interaction is strong and continual, with visitors showing a high willingness to engage and interact with the brand. And it doesn't end with signing up – emails achieve more than a 50% conversion rate.

- Almost 60% are new visitors: A dramatic increase in first-time visitors shows the website's appeal to a new and wider audience (as well as the effectiveness of offline branding efforts).

- Only 35% of all visitors are from Denmark: This confirms the website's international appeal.

- On average, visitors viewed 4 pages and remained for almost 3 minutes (during the 3 months launch period): This reveals more interest in the content and a willingness to progress deeper into the website. Again both metrics outperform recently published benchmarks for B2B sites.

- The site has received over 122,000 visitors in 12 months: While increasing site traffic was not a specific goal, this shows that Terma is attracting a huge volume of visitors, between 60%-600% more than recent reports on B2B web traffic averages.

The timescale

Terma.com was initially launched in March 2012, with additional web content and functionality developed and added between April 2012 – to date.

The budgets (confidential)

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

The client testimonial

"This site reflects the modern Terma organisation and where we want to go as a business. It's user-oriented, contemporary, useful and scalable. Importantly the site also communicates what Terma stands for at a deeper level. We want to be the partner, or ally, customers turn to for innovative, affordable solutions worldwide."

Jørn Henrik Levy Rasmussen

Vice President,
Terma Global