



EMAKINA

Central & Eastern Europe

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EMAKINA

We design and execute wonderful, useful, effective, original and memorable user experiences.

We see ourselves as ambassadors for users. Their expectations and requirements pump through any digital experience, guiding every aspect of design and production. This user-centric approach offers our customers and their brands an intimate relationship with their new leaders: digital age consumers.



Vision

Technology has changed the nature of interactions between individuals and organisations. The existing codes are changing and marketing is beginning to centre on the individual, via user experience experts. The quality of the user experience attracts and retains customers. Each interaction impacts the rational and emotional appreciation of products and services, and as a result changes the value consumers give to brands.

The user experience differentiates each company from its competitors, determines customer loyalty and turns people into brand ambassadors. A top quality user experience is therefore an essential, sustainable and profitable competitive advantage. Whatever their degree of maturity, all companies must invest in their UX.

The UX strategy also applies to the entire company. It translates the brand's values into real experiences. It embodies the purpose of an organisation in the eyes of its clients, partners, employees, and management.

Emakina offers all services required to design, execute and evaluate user experiences, delivering significant benefits to firms that are committed to being remarkable.

Digital transformation has not only changed the way we interact. It has also transformed the entire communication landscape and impacts the local and global economy.

Consumers have taken power. They have claimed brands, and can make or break them.

This phenomenon has led to the emergence of a new type of agency. Born with the web, these agencies embrace digital natives – who have only known a digital world – and can satisfy their tastes and desires.

Emakina is a full service agency with a truly digital DNA.

We constantly adapt our services to new technologies, attract the best talents and offer them exciting challenges. Alongside our customers we create strong and lasting relationships with consumers.

Services

To accompany companies in their digital transformation, Emakina has united six core skillsets under one roof: digital marketing, web building, application development, e-commerce, audiovisual

production and consumer insights. Almost 800 experts in our team design and deliver relevant, tailored and effective solutions, creating work of measurable benefit for Emakina customers.

Emakina/ Insights & Consulting

Citizen, consumer, employee, entrepreneur or manager, users of services or products in the digital age develop new behaviours and adhere to new practices. The logic of prominence, attention, active reputation, selection, use, after-sales service and word-of-mouth has profoundly changed. Many hypotheses previously considered true must be re examined.

This shift in codes, practices and means used to identify, evaluate, select and purchase products or B2C or B2B services leads to a new imperative. We need to develop the multidisciplinary expertise required to truly understand the consumer, the new decision maker in the digital economy.

Specialists in cognitive psychology, neuroscience, analytics, digital marketing, market research and

strategy consulting unite forces to capture the decision making dynamics in all their subtlety.

Emakina's Insights & Consulting team explores these new behaviours.

Its specialised advice helps to continuously understand and improve the customer journey through all its touchpoints, ceaselessly developing and improving user equity.

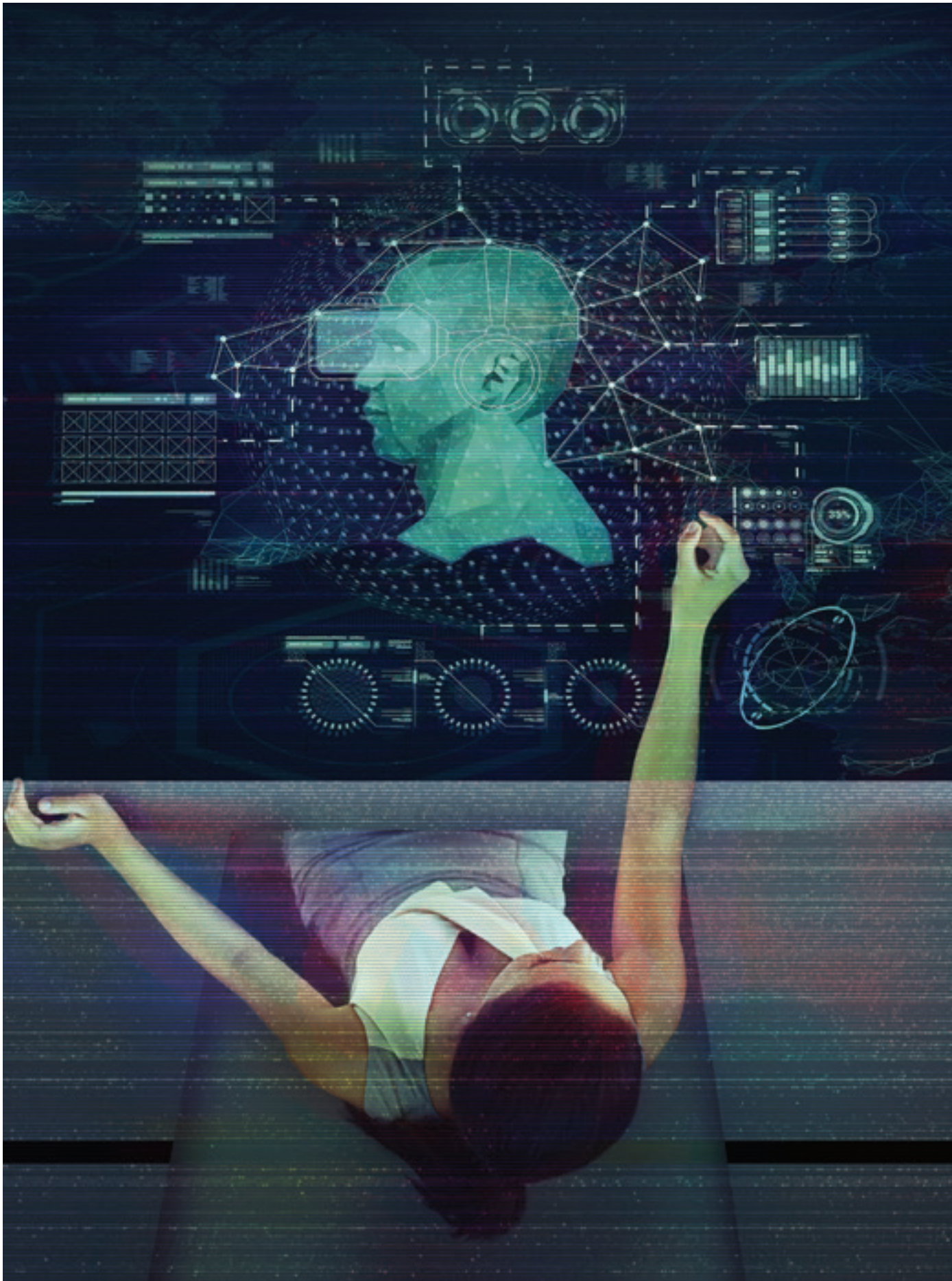
Because Emakina / Insights is integrated into the agency and works together with all our leading service experts, its consultants are able to provide highly relevant advice and follow the recommended approach alongside our clients' teams. They collaborate with UX / UI designers, developers, application ergonomics specialists, project managers and all other Emakina experts.

Services

- Consumers insights
- Target research
- Brand image
- Innovation workshops
- Qualitative and quantitative research
- Social media analysis
- User testing social trends
- Ethnology
- Pre and post-testing

References

AlphaCredit, Aquafin, Airbus, Bpost, Deutsche Bank, ERGO, ECDL, Federal Mogul, INSEEC, Kaporal, KitoZyme, Koninklijke Auping, L'Oréal (Mixa, HR), Leroy Merlin, Louvre Hotels Group, Ores, Oodrive, Pimkie, RTBF, Atlas Copco, Bardahl, Diageo.



Emakina/ Web Building

Emakina's historic activity, the construction of sites, is one of the first forms of web content distribution. As pioneers in this discipline, we have lived through every period, up to the emergence of web content management systems (CMS) and integrated platforms that include a CMS component. At every stage, Emakina has been at the forefront of website building practices and tools. Today, we see the user experience as the starting point for design. We focus our attention on the way people use a website and how the website itself works, including special features and more (or less) sophisticated digital marketing mechanisms.

All elements influencing the user experience must be taken into account in the construction of a modern site. It remains one of the most important points of contact in the user's journey and clearly one of the most sustainable and measurable marketing assets of a brand. It is clear that the promise of simplification by CMS tools made at their arrival in the market has not been fully reached today. We see a multiplication of frameworks and front-end technologies that increase complexity instead of reducing it. The choice of these tools adds an important technological reflection to the challenge. This is necessary to provide a solid technical basis and make the most of the possibilities of the cloud. Also, everyone must now respect performance constraints and more demanding regulations on data privacy. All this makes projects complex, requiring adaptive methodologies (agile or cascade) and solid management.

Luckily, Emakina can attract people with incredible talent. It unites passionate enthusiasts, mastering the unceasing innovations on both the UX / UI side and front-end and back-end development. All of the group's agencies give priority to ongoing training and certification of the teams on the most popular technologies. What is more, Emakina also benefits from partnerships established by Emakina Group with top providers in the market:

- leading website building platforms and frameworks publishers: Adobe, Sitecore, Umbraco, Kentico, Sitefinity, Drupal/ Acquia;
- the most successful cloud infrastructure providers: Microsoft Azure, Amazon Web Services, Google Cloud Platform.



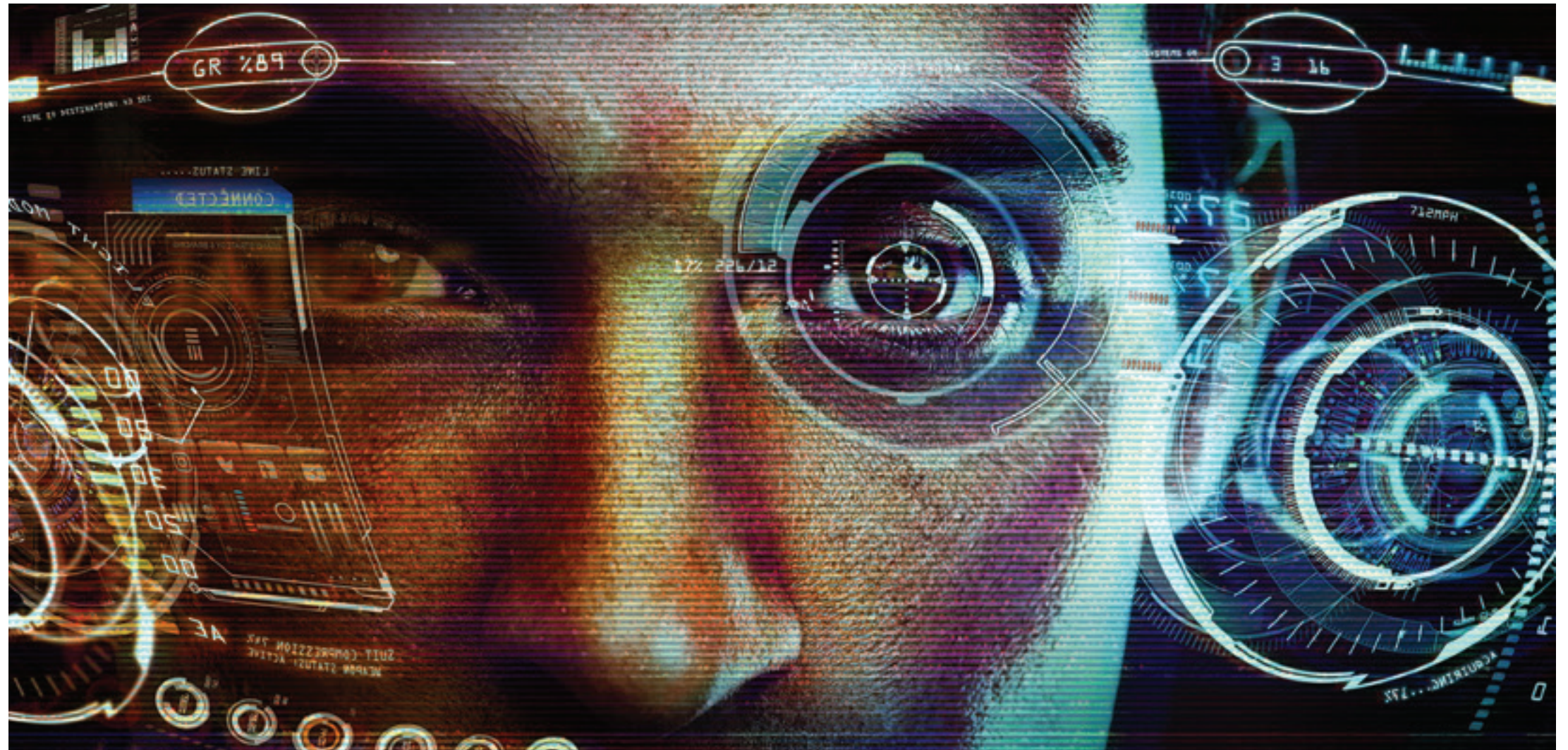
References

ERGO, European Defence Agency, Fedict, Flammarion, INSEEC (CREA Genève), Institut des Réviseurs d'Entreprises, IP Belgium, Medtronic, OUIBUS, Pfizer, SESAR SJU, Solvay, Wolf Oil Corporation, Audi, AGC Glass Europe, Alpha Credit, Bpost, EORTC, Federal Mogul, Ores, BMW, Coolcat Fashion, EuropCar, Floris van Bommel, Fontem Ventures, LolaLiza, de Bijenkorf, Marlies Dekkers, McGregor, Naspers, Paula's Choice, Rituals, Roompot Recreatiebeheer, Seatme, Segway, UFS, WE Fashion, Wolford AG, World Press Photo.

Services

- Business requirements
- Functional analysis / User Stories / Product Roadmap
- Information Architecture
- Responsive web design
- Content production
- Website Development
- Intranet & extranet
- CMS implementation (Adobe Experience Manager, Drupal/Acquia, SDL Tridion, Sitecore, EPIServer, Umbraco, Sharepoint, Sitefinity, Wordpress)
- IT integration
- Search Engine Optimisation & traffic analysis

Emakina/ Digital Marketing



The progressive adoption of digital means and habits has resulted in the emergence of new touchpoints. Emakina has invested in their understanding and mastery from its start. The interactive, social, collaborative and transactional nature of digital disrupts the methods marketers use to accomplish their mission. The new possibilities for measuring, evaluating and adapting marketing actions almost in real time are among the most remarkable consequences of these changes. They lead to new ways of designing, executing and managing marketing plans and require new skills in both advertisers and agencies: the emergence of digital marketing. Emakina is at the forefront of this movement by offering its customers the best practices on the market.

Digital marketing must be in touch with the target audiences at the right time, with the most relevant content and experiences, adapted to the context and needs of each person. It is a question of using the right digital tools to accompany each person efficiently in his or her research, active evaluation of the offer and decision process. More than this, it is

about fine-tuning the audience member's product or service experience, to elicit positive word of mouth about the brand. In this digital marketing cycle, each step is tested, measured, optimized and all managed as a process that can be analysed and improved.

The approach is fundamentally analytical and increasingly automated. Its success depends strongly on the relevance and creative quality of the contents and experiences offered to each individual contact. In other words, analytical, automated and data-driven marketing is an excellent driver for better decisions and results. One of the main challenges is that you need to transform insights into actions. First, because analytical skills are scarce, and second, because many advertisers tend to simply exploit all available data rather than having a smart data approach.

Emakina makes it its duty to guide its customers towards a relevant digital marketing approach. Always in line with the user and creating user equity, it makes a powerful contribution to the success of its customers in their markets.

References

Barilla, BIC, Delvaux, La Redoute, Candriam, Skoda, Seat, Swisslife, My Way, Lindemans, Kitozyme, Starwood Hotels, Bolton, D'leteren Corporate, Eiffel, Federal Mogul, Volkswagen, Sundio, Ales Group, Lotterrie Romande, De Lijn, Astrazeneca, AGC Glass Europe, Ores, Bosch Siemens, Marktplaats, UFS, Unilever.

Services

- Brand strategy & branding (design, brand identity, conception)
- Integrated communication strategy
- Production
- Strategic Planning
- Direct & inbound marketing (Adobe Marketing Cloud, Salesforce Marketing Cloud, Selligent, Marketo, Autopilot, Hubspot, Emarsys)
- CRM (Salesforce, Dynamics 365)
- Social Media Marketing
- Radio / TV / Print / Motion content creation

Emakina/ Commerce

Emakina is a top partner in connected commerce. From the outset, the agency was active in the first European e-commerce markets and omnichannel trade: in France, the Netherlands, Austria, Germany, Sweden... over the years, Emakina accompanied its customers in all successive generations of their connected business.

Trade as a whole, whether retail or wholesale, has undergone profound transformations since the turn of the century. An increasing number of consumers and policy makers are using online purchasing services for certain goods and services. Emakina has accompanied its customers in this domain from the beginning. Where at the beginning we saw the emergence of pure e-commerce players, today we must master, design and implement fully integrated omnichannel trade solutions. It is around these issues - often vital for our clients - that we advise and support them. As the digital marketplace was progressively embraced by companies, new important challenges arose. These were technical and - more importantly - related to the consumers' and buyers' experience.

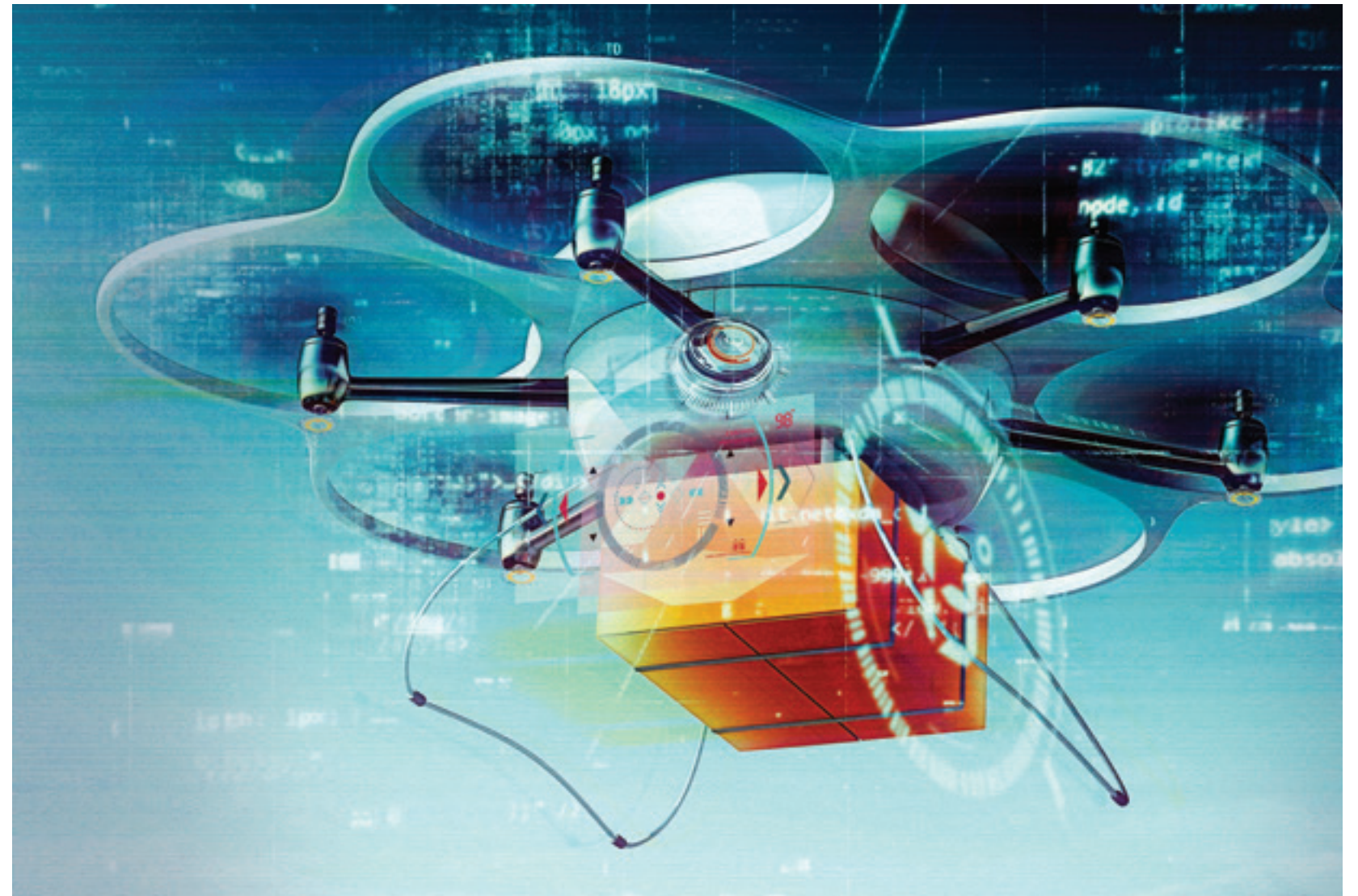
For online sellers, the first challenge is to have a well-integrated commercial policy management on all their sales channels. Next, they need to build

operating models with digital means strengthening traditional stores, triggering online and offline continuity in the consumer's decision path.

The model needs to increase in-store traffic via Internet e-commerce, and by developing outlets in connected areas that offer an improved user experience. This can be done, for example, by reinventing the points of sale as happenings, that offer a warm welcome with personal counselling and support for the customer.

What is more, each category of goods and services has its own characteristics. Emakina's e-commerce approach combines real sector and business expertise with top technical knowledge, especially on technologies used by customers (PIM, online catalogue management, loyalty systems, order management and payment systems, ERP ...). Naturally, knowing the specific sector is essential to implement the appropriate technological tools and create desirable user experiences, making our customers successful.

For Emakina / Commerce it is about doing much more than channelling traffic into a funnel and maximising conversion rates. The challenge is to reach a sustainable level of interactions, that guarantees a high user equity.



References

Stanley & Stella, KitoZyme, Karl Lagerfeld, Coolcat Fashion, Floris van Bommel, HEMA, LolaLiza, de Bijenkorf, Marlies Dekkers, McGregor, Paula's Choice, Rituals, Roompot Recreatiebeheer, UFS, WE Fashion, Wolford AG.

Services

- Studies & consulting (strategy, customer journey, omnichannel, needs analysis, technical architecture ...)
- User experience Design
- Customer journey transformation
- Information Architecture
- Master data (sourcing, remediation, enrichment, governance)
- Deployment of connected trade platforms (Salesforce Commerce Cloud - formerly Demandware, Kentico, commercetools, Progress Sitefinity, Proximis, Drupal Commerce, Magento, SAP/ hybris)
- PIM / ERP software integration
- Integration with logistics and transport platforms
- Activation and demand generation campaigns
- Conversion optimisation
- Performance measurement (conversions, customer acquisition cost, promotions efficiency, customer retention / loss, loyalty policy effectiveness, cohort analysis and Customer Lifetime Value evaluation...)
- Hosting (NBS Systems for Magento, Azure, AWS, Google Cloud Platform)



Emakina/ Applications

Since 2001, Emakina has been developing all kinds of applications that operate through web browsers. When internet-connected technology really took off six years later, we also started to develop native applications for smartphones, tablets, screens, tactile tables, game consoles, virtual and augmented reality headsets, interactive installations and connected objects.

Our experienced and multidisciplinary team constantly masters the latest engineering evolutions in operating systems, API, frameworks and software. Our people are also at home using the most recent hardware, including customised interactive installations, iBeacons, experimental projects and Internet of Things connected products.

In short, our group has never been richer in expertise and creative talents in this field.

In recent years, we have had the opportunity to guide our clients in original projects, implementing Internet of Objects and Mixed Reality (virtual reality and augmented reality) campaigns. We have explored new ways of combining commonplace and the most innovative digital technologies. Together, we have created impressive results, and almost magically-fluid experiences that go from digital to the real world and back again.

Emakina's accomplishments include specific features on e-commerce sites, integrating connected commerce services with logistics engines, an immersive virtual wingsuit reality simulation and a virtual telescope to tell the story of a leading Swiss watchmaker in an exciting 3D animation. Every time, we offer unique experiments, from prototype design to installation, and we manage onsite maintenance.

References

Audi, AXA, Bavaria, BNP
Paribas Fortis, ENGIE Cofely,
Deutsche Bank, D'Ieteren,
ENGIE Electrabel, European
Commission, Federal Mogul,
FIVB, Jaeger-LeCoultre,
Karl Lagerfeld, L'Oréal, Škoda,
SNCB Ypto, Volkswagen, de
Bijenkorf, UFS.

Services

- Feasibility research
- Focus on specific sectors
- Technical strategy (mobile platforms, OS ...)
- Discovery and design workshops
- Software / Product Roadmap Design
- Functional Analysis / User Stories
- Application development
- Testing, quality assurance and deployment
- Advergaming
- Increased Reality
- Virtual Reality
- Interactive installations
- Web Applications (Java, Symphony 2, .NET, AngularJS)
- Service oriented architecture & web services
- Internet of Objects
- Application maintenance & continuous improvement

Amsterdam. Brussels. Geneva. Izmir. Lausanne. Limoges. Paris. Stockholm. Vienna. Zagreb.

Emakina.BE

Brussels

Born in 2001 out of the merger between Ex Machina and Emalaya, Emakina.BE is the original Emakina agency. CEO Brice Le Blévennec is the founder of the agency, headed today by Managing Directors Pierre Pôlet and David Bredael. Its main customers are D'Ieteren, Brussels Airlines, Federal Mogul, Deutsche Bank, Starwood, Education Above All, BNP Paribas Fortis, SNCF, AXA, Ergo and Bpost.

Emakina.FR

Paris and Limoges

Manuel Diaz is president and founder of the French agency, led by Managing Director Nicolas Borgis. The team works for customers like Brady, Coty, Karl Lagerfeld, Ladurée, L'Oréal, Monin, Nike, Orange, Parrot, Paul, Phyto, Lierac, Caron and Sigfox.

Emakina.TR

Izmir

At the crossroads of Europe and the Middle East, the Turkish agency joined the Emakina family in 2013, when the group acquired Relephant. Under management of Murat Yoldaş Ertuğrul, it serves clients like Rituals, HEMA, Lola&Liza, Wolford, Fontern Ventures, De Bijenkorf, Unilever, Naspers, Oris, Trafigura, FIVB, Vacature and Kodak Alaris.

Emakina.SE-DBG

Stockholm

Emakina.SE-DBG Stockholm Emakina's newest entity was founded in 2016, following the acquisition in Sweden of Dempsey agency (followed by Doe Blomberg Gottberg in January 2017). The business is headquartered in Stockholm, and Dempsey founder and CEO Joel Wahlström now manages Emakina.SE-DBG. Its main customers are Unilever, Refunder, Legolas, Assemblin, Aquavit, Red Bull, Oxfam and TalkPool.

Emakina.CH

Geneva and Lausanne

The story of Emakina.CH goes back to the acquisition in 2012 of Label.CH. Managing Partner Arnaud Grobet founded the agency, now headed by Managing Director Thierry Willer. Its main clients include FIVB, Jaeger-LeCoultre, Swissquote Bank, Loterie Romande, BRP - Bombardier Recreational Products, and Jacob Holm.

Emakina.NL

Amsterdam

The Dutch agency grew after the acquisitions of SunTzu (2007), Merge Media (2012) and Relephant (2013). Managing Directors Sjoerd van Gelderen and Seth van der Maas co-direct the team, working for clients like Unilever, Wolford, Rituals, Paula's Choice, HEMA and Marktplaats.

Emakina Central & Eastern Europe

Vienna and Zagreb

Emakina's hub for Central and Eastern Europe was created following the acquisition of diamond: dogs group. From its offices in Vienna and Zagreb, the team headed by CEO Gerhard Handler manages a.o. REWE (BILLA, Merkur, ITS), Heineken, Hyundai, Microsoft, Mr Green, SwissPost, Datalop, Herold, KTM, BDO and Vivad.

THE CASE BOOK HIGHLIGHTS SOME OF OUR MOST EXCITING CLIENT WORK

Every year Emakina teams deliver thousands of projects with results that boost our clients' daily business. Our work for leading B2C and B2B brands involves communications campaigns, web building, application development and next generation commerce. These campaigns require expertise in business, brand, communication and digital strategies, consumer research, user experience design, social media, direct, performance and data-driven marketing, media buying, mobile, the Internet of Things, conversational agents, virtual and augmented reality. This expertise comes from an amazing bunch of 700-plus digital experts in 10 offices in eight European countries, and our partners across four continents.

Much of our work cannot be disclosed due to client confidentiality agreements but we can reveal a small sample of our most exciting projects on our websites and in presentations. This Case Book is a new initiative to compile such cases from across the Emakina Agencies, selected for their business impact, creative power and technological ingenuity. It allows our teams and clients to discuss past work as a source of inspiration and a small indication of our outstanding results so far.

We are proud of the work our people do, so this Case Book is also a tribute to their enthusiasm, competence, curiosity and commitment to client success.

ACV CSC UNION

A complex web of interests



Services:

Information Architecture / Strategy / User Experience
Web Building / Web Design



THE CLIENT

Belgium is one of the most highly unionised countries in the world, with 54 out of 100 employees signed up to a trade union. ACV-CSC is by far the largest trade union, with more than 1.7 million members. Central to its success is the relationship between its 2,750 full time staff, and more than 80,000 local union leaders, operating in organisations, regions, and communities across the country.

A COMPLETE RE-THINK

The ACV-CSC websites were in need of a complete re-think. But it had a complex structure, composed of 38 very independent federations across different sectors and regions. Aligning their needs and wishes would be essential to a successful outcome.



The real success is in connecting multiple different audiences with many types of information."

ACV-CSC management

The website incorporates varied types of content including news, video, opinion pieces, factsheets and relevant documents, with seamless Facebook and Twitter updates. New landing pages and sites are also quick to set up when needed.

Electronic identification tools encourage users to log in easily and benefit from more relevant content.



A SERVICE-ORIENTED SITE

ACV-CSC decided on a single, homogenous front-end interface, encasing the specific websites, and Emakina got to work. We had to develop a coherent feel and logic to the design to ensure that all users, from political stakeholders to graduates, pensioners and blue collar workers, could understand and navigate comfortably.

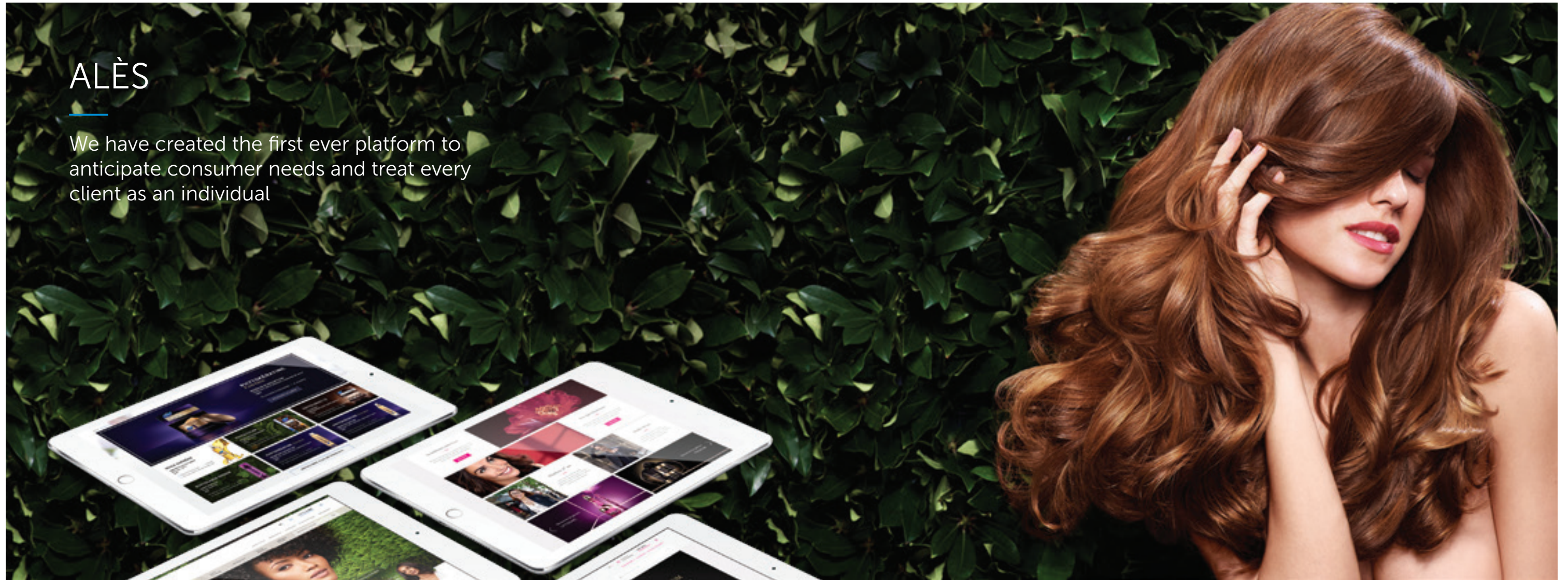
We developed an information-rich and service-oriented site, using a Tridion CMS. This meant content could be shared across multiple sites, even though they were 'owned', managed and updated by different entities.

Emakina has been working with ACV-CSC since 2013, helping to redefine and implement the organisation's online presence. Through careful stakeholder consultation and close involvement with ACV-CSC IT departments, the end result is a successful example of the engaged and combative style of the organisation at the centre of Belgium's social protection landscape.



ALÈS

We have created the first ever platform to anticipate consumer needs and treat every client as an individual



BELOW THE SKIN

Alès Groupe is a truly French company, created in 1960 by Patrick Alès, and a pioneer in the field of beauty products based on potent botanical extracts. It has become a powerful force in the fields of luxury fragrance, hair and skin care through its brands LIERAC, PHYTO, DUCASTEL and CARON. Famous for the quality and high performance of its products, Alès Groupe now operates in more than 64 countries.

Services:
Applications / Campaign /
Direct Marketing

CHALLENGE

In 2015, Alès Groupe began its digital transformation, aiming to launch a new e-commerce base for the Phyto and Lierac brands.

The group wanted guidance in moving from a pharmacy-based sales model to one that targets consumers directly and yet is able to meet their precise demands.

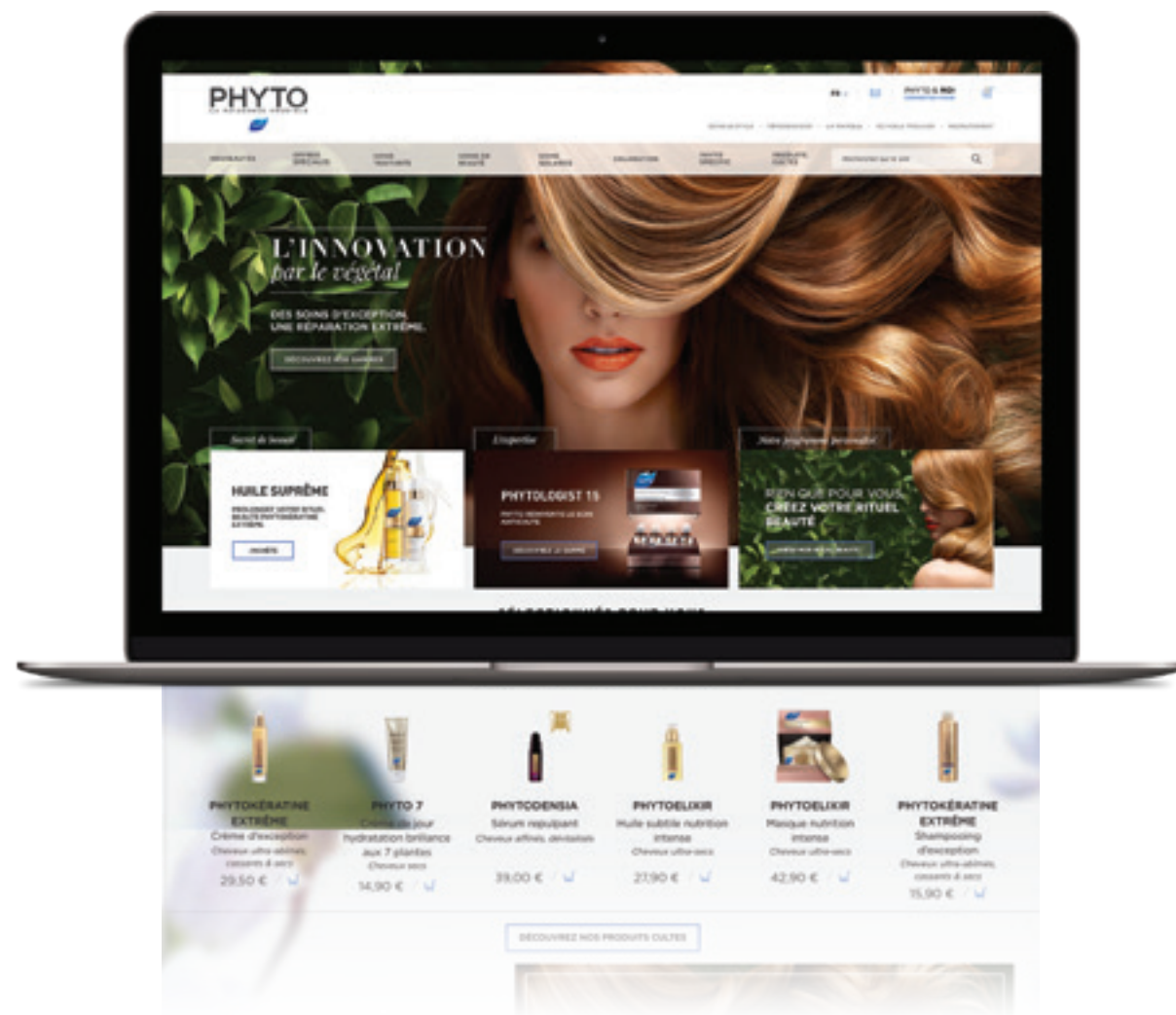
TREATMENT

Digital is everywhere, all the time, impacting the way we live and consume products.

We believe that the winning brands will be those that truly value the quality of their customers' online experience.

So, our proposal was to help Alès Groupe become the first cosmetic company to put the consumer at the heart of its digital transformation.





A DIGITAL 'SERUM'

Emakina's approach has created the world's first online eco-system that anticipates consumer needs. It's an e-commerce platform that adapts to the customer journey, proposing content and special offers according to each individual visitor's needs.

DESIGN

Although the Phyto and Lierac sites are both based on the same platform, each one mirrors the 'DNA' of its brand and has a completely different feel. From an ergonomic point of view, both websites are designed to make it as easy as possible to buy. But the element of customer consultation is also key, because these brands have very specific, expertly-developed products that often need explaining.

Finally, our creative thinking revolved around making the sites feel both human and feminine – things that do not always come to the fore in a more clinical, pharmaceutical setting.

POWERFUL RESULTS

In just a year, Emakina has accompanied Alès Groupe in its digital transformation, creating a new brand platform that is being rolled out across France, the United Kingdom, the United States, Canada and Italy. Rather like a skin cream with instant results, it is already profitable just six months after going live.

Lierac
230K
visits

worldwide since March 2016

Phyto
265K
visits

worldwide since March 2016

AQUAVIT

Launch of the new Aquavit
London restaurant



Services:

Brand Experience / Branding / Campaign
Creative Consultancy / Information Architecture
User Experience / Web Building / Web Design

AQUAVIT
— L O N D O N —

WHY THE CLIENT HIRED US

What makes a restaurant your favourite restaurant? And what makes you go back, time after time? The food and ambience, of course. But maybe also its strong visual identity and digital image. The two Michelin star Aquavit believes so, and asked us to create a new visual identity and website to launch its new Aquavit London restaurant.

WHAT WAS THE PROBLEM?

London is full of great, popular restaurants. How could we distinguish the new restaurant concept from the rest and attract more picky foodies in the British capital?

BRAINS AND HEART: A RECIPE FOR SUCCESS

We chose to stay loyal to the classic Aquavit logotype but added a new bronze colour accompanied by dark, natural Scandinavian tones. One of the most important functions on the new website was to make it easy for visitors to make a reservation and look at different menus. So booking was the first thing we promoted on the site. Feeling hungry already? Go to aquavitrestaurant.com/london. And, as we say in Sweden, smaglig måltid!

ASCR

Smart Home Control directly
via a mobile device



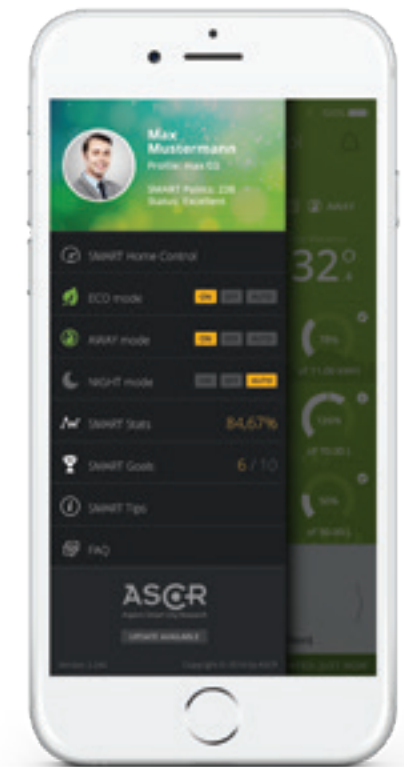
Services:
Applications / Information Architecture
Mobile Development / User Experience

SMART HOUSING, SMART LIVING

Life feels more complex by the day, but people want ever-simpler ways to manage things. 'Smart Home' is a set of technical processes and systems in homes and rooms for a better quality of life, housing and a more efficient use of energy via networked remote devices and automated processes - the basis for the facility and energy management model of the future.

FUTURE ENERGY ENVIRONMENT IN ASPERN

The research association Aspern Smart City Research (ASCR) examines opportunities for the future energy environment in Aspern in the north east of Vienna. Together with Emakina, ASCR has developed a mobile app (for iOS and Android) that enables Smart Home Control via mobile devices. It offers various control methods and also analyses consumer behaviour, integrating the users into the research process. This way, the user has a full overview of energy use, the economic and ecological impact, and a chance to adapt settings at any time.



VERSATILITY

The first version of the mobile app was launched after only eight weeks of development and offers a wide range of useful functions. Upon logging in, the user can view and manage all energy settings (such as heating, electricity and water controls) via a personalised dashboard. There are different pre-set modes like home office, work day and party, and an energy-saving ECO option. A vacation mode allows users to slash their energy consumption with the tap of a finger. The app has a short introduction, energy saving tips and FAQs, while ASCR can be contacted directly via a form.

MORE OPTIONS; MORE SAVINGS

Further additions to the mobile app are already being planned and include a time-of-use tariff. This means that the user can see when electricity is cheapest and use this time of day for activities such as running a washing machine. "The ASCR App is an exciting project that allowed us to prove our know-how and innovative strength", says Rainer Friedl, CTO of Emakina.at. "The app has much more potential than might first meet the eye – all the more reason to look forward to future developments."

ASCR

Aspern Smart City Research





Services:

Brand Experiences / Campaign
Creative / Consultancy
Direct Marketing / Hosting
Solutions / Information
Architecture / Integrated
Campaigns / Strategy
Web Building / Web Design

A DRIVING FORCE

Audi and Emakina are long-time partners, and the agency has a deep understanding of the Audi systems that make this group one of the world's most successful manufacturers of premium and supercars. Audi was launching a new car, its Q2, in Belgium – a vehicle that the German-HQ wanted to describe as simply #untaggable.

THE CHALLENGE

Audi asked Emakina to come up with a strong strategy to promote the car's assets and technical possibilities, with a website, social media and email promotion campaign. It needed to reflect the idea of the Q2 as #untaggable and give the Belgian target audience relevant information about this brand new car, using familiar tools.

The Audi Q2 aims at a new segment for the manufacturer: a young, urban audience. This meant Emakina had to create a specifically Belgian concept, working with different agencies including RCA for social media, DDB for above-the-line marketing and Semetis for search engine optimisation. We needed to create a website and email campaign that perfectly embodied the model: edgy, innovative and in-your-face.

SPARKS START FLYING

Even though we had to stay within the German HQ's general '#untaggable' idea, we were able to give our own twist to the concept and create a campaign closely linked to the Audi Q2 model by using young, successful Belgians who excel in their respective fields.

We found a top-notch pick of #untaggable ambassadors for the new Audi Q2:

with chef Hendrik
Dierendonck for #food



#food

with Olympic champion
Nafissatou Thiam
for #sport



#sport



with the artist
Denis Meyers
for #art

#art



Emakina also organised a promotional roadtrip contest, giving the winners an exclusive and memorable test ride in the Audi Q2 alongside famous young Belgian personalities. Each roadtrip was designed as a day-long journey focusing on a personality's area of expertise: Denis, Nafissatou and Hendrik each gave the winners a taste of their favourite activities while cruising around in the car.



THE FINAL TRACK

Audi.be has a technically-challenging infrastructure so we decided to create a mini-website alongside the general audi.be website to strengthen the message, and send out waves of emails, linked to prospective clients' interests.

We started by defining the creative and strategic concepts, creating wireframes, designing, developing, testing then deploying all this. The whole campaign was, of course, designed according to the modern principle of 'mobile first' – aiming to be primarily viewed via smartphones.

RACING TO RESULTS

The client was very happy with the campaign, which involved events with local celebrities as well as a mini-website and a complex CRM flow. We perfectly timed all the tools involved to ensure the user journey was perfectly coordinated across channels such as sales, events, and commercials going live.

The whole thing was managed in a matter of weeks, because that's how we roll: quickly, efficiently, and with an attitude that matches the Audi Q2 and its wannabe drivers.





BIC LIGHTER

Relight my fire

Services:
Campaign / Content Platform
Creative Consultancy / Strategy



FIVE IN SIX PEOPLE PICK THE FIRST LIGHTER THEY SEE...

So when BIC Lighters asked Emakina to inject some sparks into its Facebook My Bic Lighter page, we were determined to make the BIC name stick. Lighters are so much a part of everyday life for many people, we discovered, that they are one of the products with the least emotional link for consumers. So they often end up forgotten on the bar table (or in someone else's pocket). But like other BIC products - ballpoint pens and razors - they are used practically everywhere.

Every day,



32 million BIC
products are sold at



4 million points
of sale in



In more than 160
countries

THE IGNITION SWITCH

In October 2015, BIC asked Emakina to create an emotional bond with customers by increasing user engagement on the 'My Bic Lighter' Facebook page. The target was 18-35 year olds.

THE SPARK

To bring the name BIC to life for people all over Europe, Emakina wanted to associate the lighters with something much more combustible: pop culture. We came up with a name for this: BICalizing. The idea was to take

anything from a public holiday to a movie scene or a pop artist, and inject the name BIC. Some quick-fire puns sprang to mind, and we mocked up lighter designs like:



INJECTING THE GAS

To draw people's attention to our fun designs we created hashtags such as #BICcollection, #BICquality and #LightUpConnections, used as a common thread in the Facebook posts. We also invited Facebook fans to come up with a fiery pun to BICalize their own names or cultural events. Another running joke was an allusion to the fact that lighters often travel from hand to hand (and from pocket to pocket), be it intentionally or by accident. This is embodied by the #LightUpConnections concept

LIGHTING THE FIRES BURNING HOT

From October to December 2015, Emakina created 20 posts on the My BIC Lighter Facebook page and managed its community, responding with a lighthearted but 'in-your-face' tone of voice. We created English and French-language puns, mocked up lighter designs to illustrate jokes and encouraged fans to respond.

Posts were translated into Spanish and German, and then BIC began using this content in other languages as well.



REACH

26,319,908 Total people

+400K
Fans

+11%
Fan growth

9.6%
Organic reach

ENGAGEMENT

859,095 Total

+803
Reactions

+34K
Comments

+21K
Shares

A FLAMING SUCCESS

For an investment of €13,434 - only slightly more than BIC's monthly spend for community management - BIC's new image really caught the popular imagination. In just two months, by the end of 2015, the campaign reached:

In just 2 months ↘



950,000 people in
one single post



90,000 likes



10,000 new fans

BILLA FCC

Mobile control from order to delivery



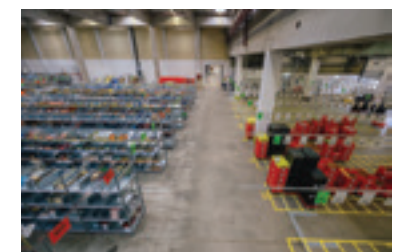
Services:
Applications / Information Architecture
Mobile Development / User Experience

FOOD FULFILLMENT CENTER

With approximately 1.050 stores, BILLA is a major player in the food retail sector for Austrian households. BILLA is also a pioneer in the Austrian online grocery trade and, thanks to the BILLA Online Shop, the only full-range provider able to deliver every household in Austria. In the BILLA Online Shop, customers can order products online from the comfort of their home and have them delivered to their doorstep. For this purpose, BILLA opened its own Food Fulfillment Center in June 2017, which acts as an interface for online orders. Emakina supports BILLA in digitizing its underlying processes and has developed an own logistics app for this purpose.

MOBILE APP FOR LOGISTICS

Products ordered in the BILLA Online Shop are delivered five times a day. It requires well-organised and carefully-planned logistics for the right merchandise to reach the right customer and the cold chain to remain closed. To simplify these processes, the new logistics app displays the link between order and delivery in a clear and comprehensible manner. It provides deliverers with information about the products, address and delivery route, thus enhancing work routine.



ALL INFORMATION AT A GLANCE

Every order and delivery gets its own TourID. Upon scanning the ID, the deliverers get access to all information they need to load their truck based on the defined route. Not only are they more efficient in delivering the merchandise, but they can also ensure reliable delivery for online customers and the same freshness as in BILLA stores. The app considerably facilitates the logistic processes and workflow of the deliverers.

IMPLEMENTATION IN THREE MONTHS

Emakina's team of experts managed to implement the app in only three months. Gerhard Handler, CEO of Emakina.CEE, is satisfied: "This project shows that digital transformation has a direct and positive impact on business processes within the company, and that ultimately benefits the end customers too." "Our Food Fulfillment Center is equipped with state-of-the-art technology. This innovative logistics app helps control orders, check for completeness and enables effective loading", confirms Julia Stone, head of BILLA's 'Digital & Innovation' unit.

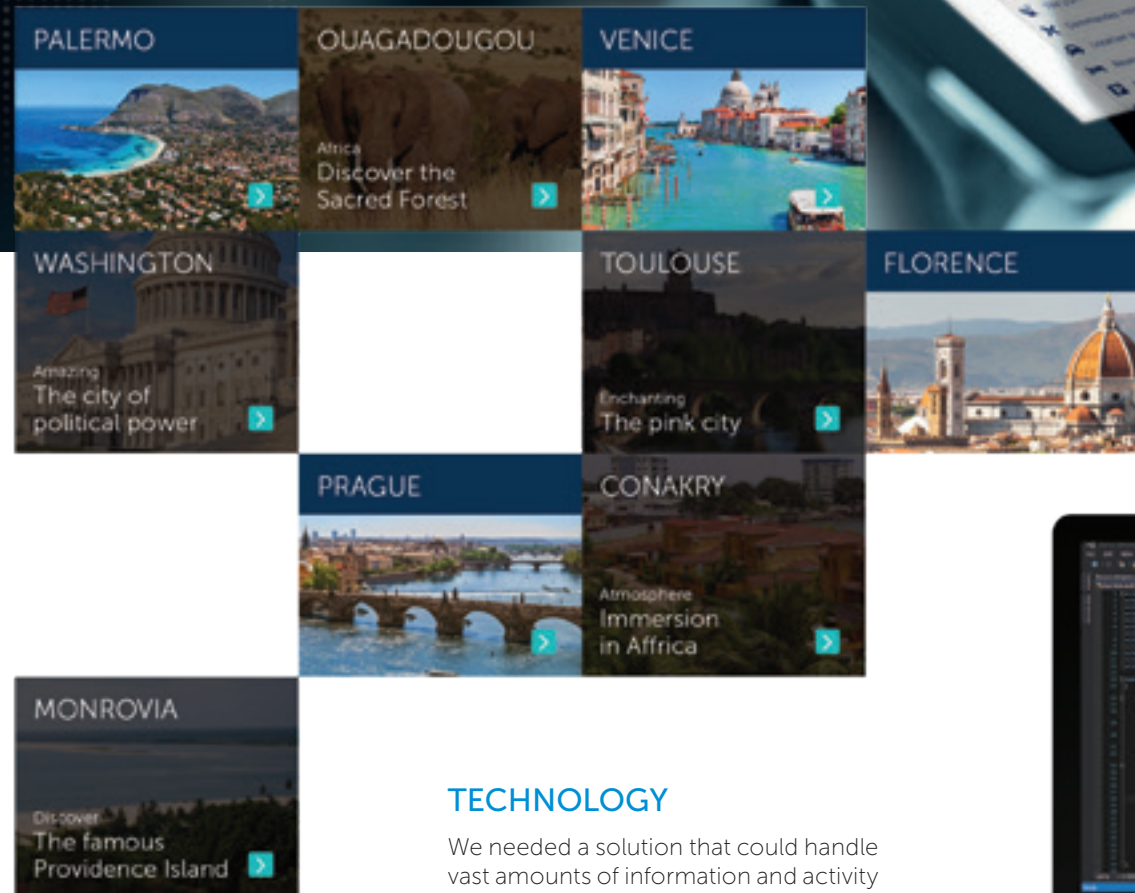
REWE
GROUP

BILLA
sagt mein Hausverstand.

BRUSSELS AIRLINES

A long journey with light refreshments

Services:
Brand Experience / Content Platform
Creative Consultancy / Social Media



A LONG-HAUL PROJECT

Emakina has been Brussels Airlines' digital partner for over a decade, so we were the first port of call when it wanted to conceive, design and build a new online booking engine. The airline wanted to increase its proportion of internet sales, with a site in 11 languages for 50 countries.

LOSING KILOS, GAINING SPEED?

The site needed to be updated and lightened up, in advance of a bigger overhaul later in the year. The objective was to give easy access to information, smoother navigation and some new content to inspire the modern traveller.

GOING THE EXTRA MILE

Navigation / Usability

Our approach focused on services for travellers, following the logical steps of their journey. So we integrated content from several sources in an intuitive platform.

Travel Inspiration

Travel inspiration, flight promotions and tips on destinations are all visible at a glance. Destinations pages now include the weather forecast for the next seven days, as well as extensive local and airport information.

TECHNOLOGY

We needed a solution that could handle vast amounts of information and activity and deliver content in many different languages. Tridion seemed to be the most adapted web content management platform for that.





SOCIAL MEDIA PRESENCE

The website has a clean look and feel, with more flat design, room to breathe, and no-nonsense icons and visuals. Visit brusselsairlines.com

to the
POINT 
DIRECT 

CONGRATULATION MESSAGES



GREAT SHOWCASE SITE FOR BRUSSELS AIRLINES

Thanks to their Social Customer Services' excellent response rates within the hour (originally conceived, set up and trained by Emakina), Brussels Airlines received excellent user feedback and input.

" It's great that our guests confirm we're making a big step forward. We received many congratulation messages and useful further improvement suggestions on Facebook and Twitter. Users welcome the new digital experience as direct, simple and to the point. And that is exactly what we wanted to achieve in our collaboration with the team of Emakina.

Xavier Lagardère

Vice President Online Retail &
Distribution of Brussels Airlines

" We're happy that the fresh, clean design and simplicity reflect our service-minded and transparent attitude. And it was exciting to see that so many people in our organisation intensely participated in the beta testing. As a result, the site has become a great window for our company, supported by a strong internal buy-in and great collaboration.

CARRERA

Starting off with a new web presence and online shop



Services:
Brand Experience / Creative
Consultancy / Information
Architecture / User Experience
Web Building / Web Design

FROM TRAILING TO POLE POSITION

For half a century, toy car racing company Carrera's slogan has been 'motor sport at home'. The company sells slot-together race tracks and all sorts of remote-controlled miniature cars, but its old-fashioned technology and multiple websites didn't match the speed and fun of its products.

So Stadlbauer Marketing + Vertrieb GesmbH decided to hit pole position in the digital race with the support of Emakina's experts.

FRESH LOOK & RESPONSIVE DESIGN

It was particularly important to create a design and imagery to inspire motor sport fans of all ages as well as two specific target groups: newbies considering a first purchase and inveterate fans wanting to complete, expand or upgrade their collection. The right track was to use responsive design to display the right content perfectly.



ALL BRANDS ON THE SAME STARTING LINE

The entirely rebuilt website carrera-toys.com combines all the parent company's lines, products and services: Carrera Racetracks, Carrera RC, Carrera Club, Carrera World and the Carrera Service Portal. The fully integrated shop system focuses on international sales and is available in eight languages so customers all over the world can order products online to their living rooms.

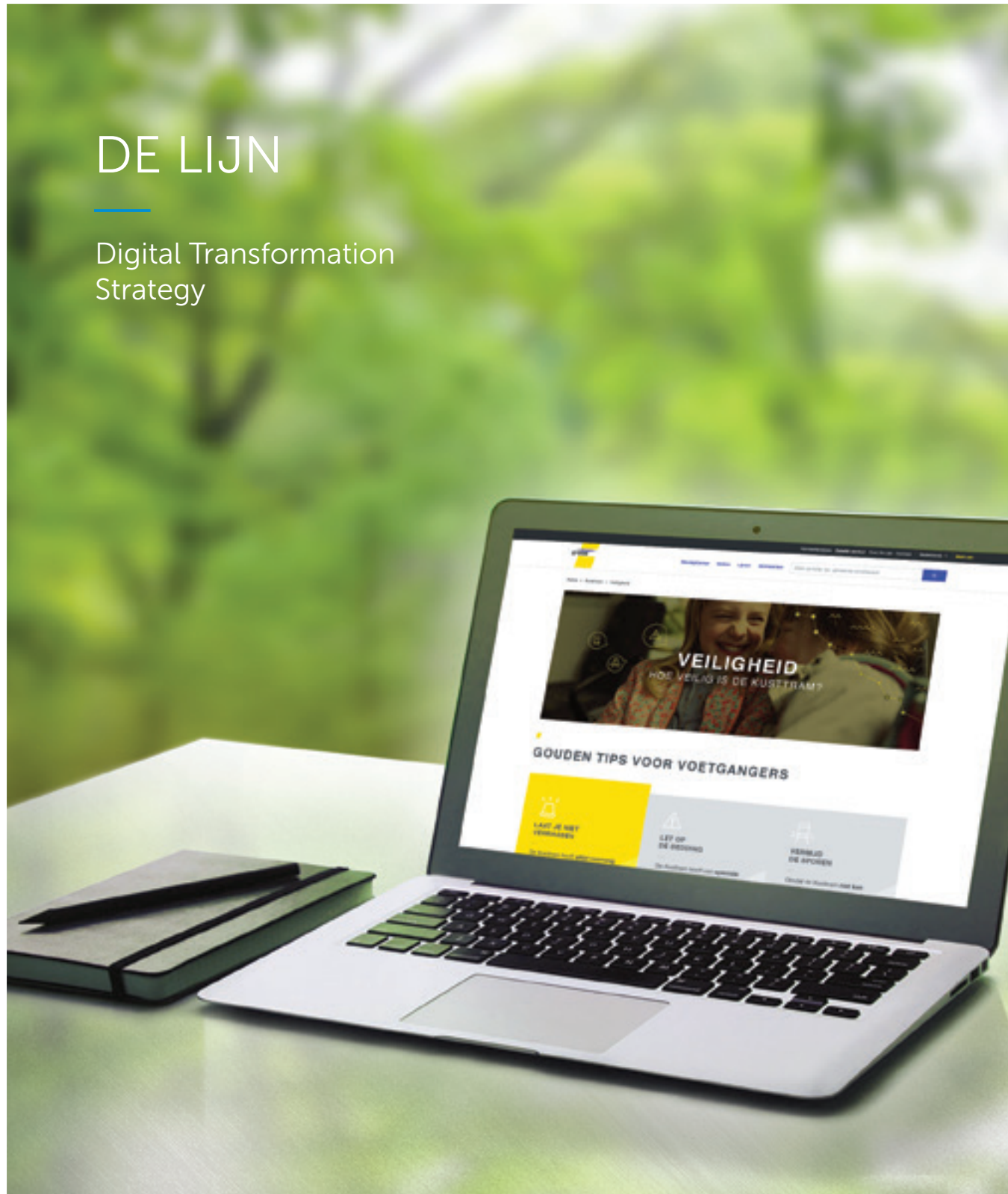
ACCELERATING TO THE DIGITAL FUTURE

The 'motor' of the Carrera web portal is a tailor-made back-end solution that makes sure the company is geared up for the digital future: Kentico CMS allows a flexible, quick and simple content management via a user-friendly interface. An e-commerce solution by commercetools also offers numerous features and a customer-focused omnichannel strategy. Both are connected to the in-house ERP system, so the firm can try out new marketing ideas via a centralised customer database. With this all-in-one package, Carrera is ready to launch itself full speed in the digital race.



DE LIJN

Digital Transformation Strategy



Services

Brand Experiences / Content Platform
Information Architecture / Strategy / User Experience
Web Building / Web Design



8,000
INTERNAL EMPLOYEES

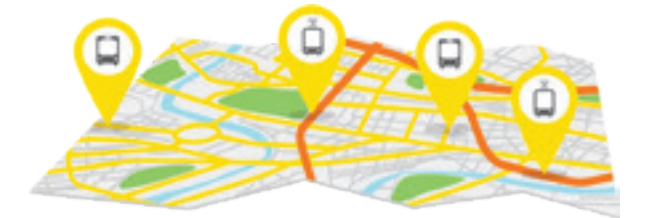
2,400
EXTERNAL EMPLOYEES

 **3650 Bus**

 **359 Tram**

THE CLIENT

If you live in Belgium, you know De Lijn. With over 8,000 internal and 2,400 external collaborators, this Flemish public transport operator is a big player in Flanders' transport sector. The company's trams and buses carry more than 500 million people over several hundred million kilometres every year.



THE CHALLENGE

Emakina was tasked to go beyond websites, apps and usability: to look at the existing assets of De Lijn and use them to close the gap between the more personal expectations of travellers today and the more public solutions offered by the company. An additional challenge was to create a seamless digital ecosystem with a lot of room for future growth and improvement.



THE JOURNEY

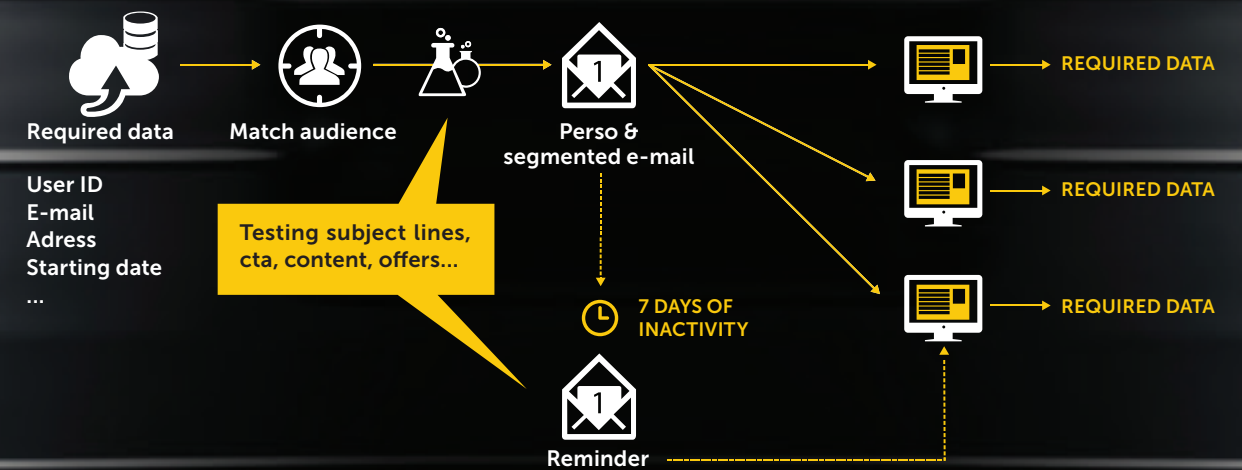
Digital Transformation Strategy

We did much more than analyse the strengths and weaknesses of the competition, present some digital trends and insights, and make some recommendations for improvement. Our all-encompassing digital transformation strategy was based on five basic principles.

- 1 Be present on the channels where De Lijn has customers.
- 2 Make sure all those channels operate in unison.
- 3 Use every scrap of information we have on our user to make their next experience more personal.
- 4 Don't give 'more' info, give 'more relevant' info.
- 5 Make sure De Lijn's digital presence keeps on evolving.

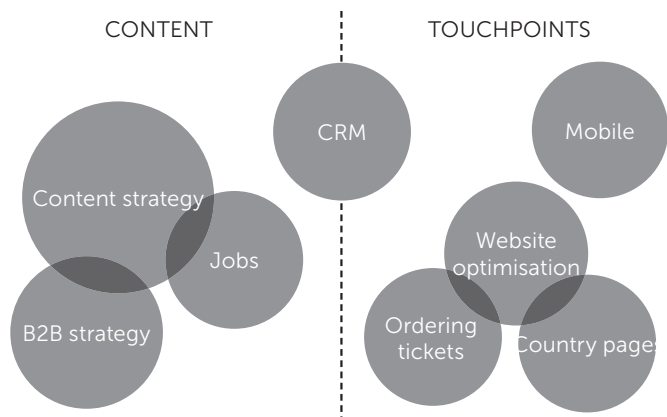
CRM

We developed a strategy to use the data collected by De Lijn for improvement of automated communication with customers. Thanks to data this can happen at a very personal level, through the most relevant channel and at the exact time help is needed.



Roadmap

Based on these five principles, we took a good look at all the digital assets of De Lijn and the moments that matter for the customer. This resulted in 10 strategic axes that ranged from basic to technical and even creative. We used these to create a roadmap aimed at optimizing the existing website and app, collecting data, and using content as a strategy for B2B and talent recruitment.



CONTENT STRATEGY AND EDITORIAL SUPPORT

A newer, more personal strategic approach needed to be translated into a suitable tone-of-voice. Once this was developed, all the content producers within the company needed to master it, so we provided workshops and on-the-job training.

CRM We developed a strategy to use the data collected by De Lijn to improve automated communication with customers. Thanks to data, this can now happen in a very personal way, through the most relevant channel and at the exact time help is needed.

FUTURE-PROOFING

Today we are still working closely together to implement the proposed strategy and create a frictionless customer experience with room for adaptations and improvements.

RESULTS

The results of our joint efforts will become visible by the end of 2016. Remember the words of Rabobank's expert, Filip Brutsaert:

The status of digital as 'just an additional service channel for our clients' changed a long time ago. Today, digital is at the core of our customer relations. We don't just use it to communicate travel information, but also for ticketing, customer care, promotions... This online & digital strategy offers us a solid base to continue down the road of success in both the short and the long run.

Filip Brutsaert



DON'T 4 GET

Remind that forgetful family member, friend or colleague in a fast, simple and fun way

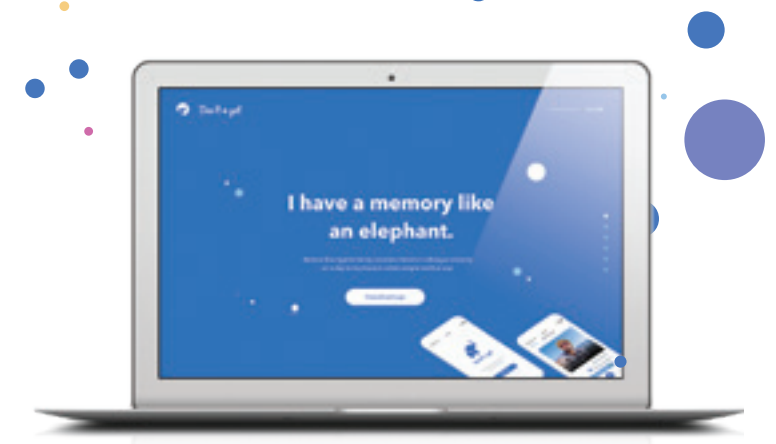


Services:
Applications / Information
Architecture / Mobile Development
User Experience

THE PROBLEM

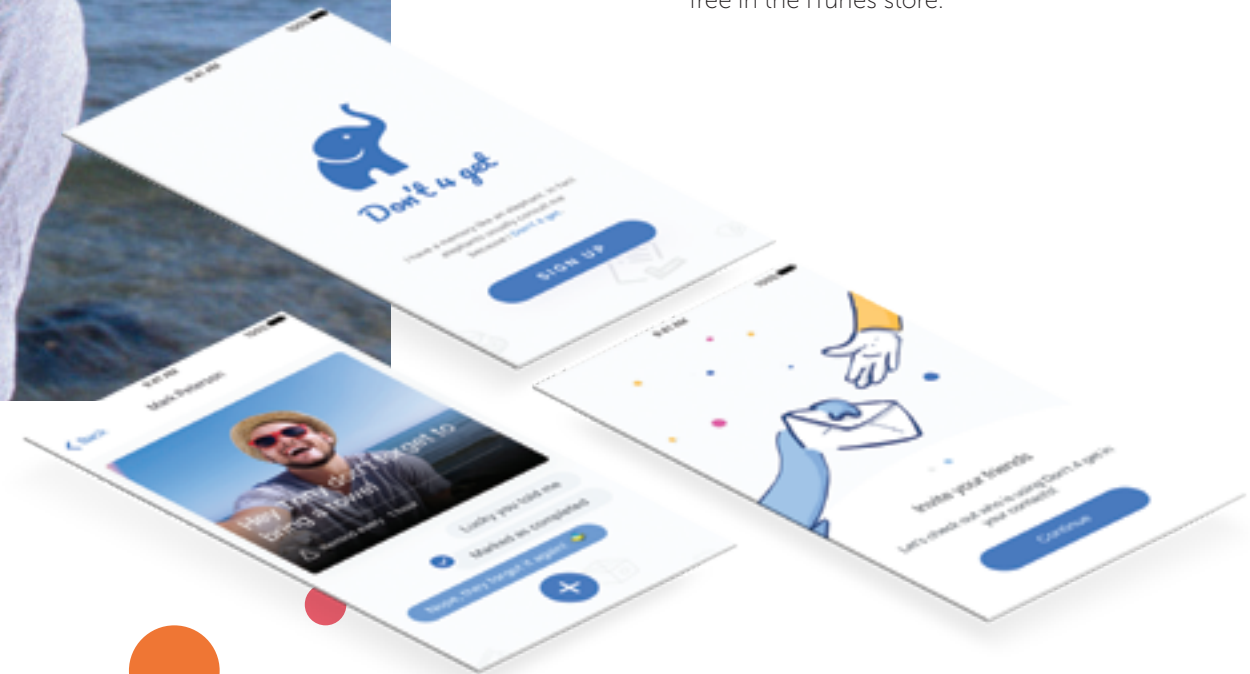
We all still have that friend, colleague or family member who always '4 gets' to bring or do what you ask them. A text message or phone call just doesn't work any more as we get caught up in our busy lives and forget.

Don't 4 get



THE SOLUTION

In life all we want is for things to be simple and fun. 'Don't 4 get' does just that. We developed and designed an interactive mobile solution that makes people smile, and will remind '4 getful minds' by using a simple method. Download the app, log in, add friends, take a photo, write a comment, set a reminder and send away. You can also be creative and send that special someone or a loved one a selfie to remind them to love you, or use powered by GIPHY to make it even more fun. It's all in your hands to be creative. There is a purpose, it's interactive, it's simple and it's fun. You don't need to waste time using sophisticated reminders, or making notes to remember. The 'Don't 4 get app' can be downloaded free in the iTunes store.



ENGIE COFELY

Personalised content across four SharePoint intranet worlds



THE CHALLENGE

The target audience was broad. It not only included all employees and labourers within Cofely, but also external partners, managers and executives. Service providers also needed access to the platform, to be able to work together 'as one' with their Cofely colleagues.

Services:

Content Platform / Hosting Solutions / Information Architecture Strategy / User Experience / Web Building / Web Design

THE BACKGROUND

ENGIE Services is a part of the power production firm ENGIE and provides smart energy systems for global businesses and local authorities. The BeLux division, formerly known as Cofely, offers skills from engineering and construction to maintenance and operations, with 11,000 employees speaking three languages, within three main organisations.

INFORMATION IS POWER It could also help inspire commitment and well-being. The Cofely management wanted to improve its internal communication flow, data management and culture of sharing useful information with colleagues. The goal was to accomplish this for all three organisations in the division.

INFORMATION IS POWER

It is also commitment and well-being. The Cofely management wanted to improve its internal communication flow, data management and strengthen its culture of sharing useful information with colleagues. The goal was to accomplish this for all three organisations in the division.

ENHANCED INTERNAL TRANSPARENCY

Accessibility

Building an accessible platform where content is so easy to add that people from various backgrounds will adopt it and share their ideas and information.

Engagement Creating an on-going exchange of content between participants, stimulating new conversations and initiatives, and increasing corporate pride.

Engagement

Creating an on-going exchange of content between participants, stimulating new conversations and initiatives, and increasing corporate pride.

Harmonisation

Harmonising the internal communication across the Cofely companies and on a division level. Personalisation Making this environment easy to consult,

with intuitive and fully personalised access for a broad range of users, so they enjoy surfing on it for information and discovering new things.

Personalisation

Making this environment easy to consult, with intuitive and fully personalised access for a broad range of users, so they enjoy surfing on it for information and discovering new things.



THE SOLUTION

The team created four connected SharePoint intranet modules. This technology was already available at Cofely, so it was the obvious choice for the project. Emakina's team successfully clarified this complex request and structured it in close collaboration with the client. The new Cofely intranet filters all content according to detailed profiles and precise mapping of people's information interests. The intranet engine fluently selects and groups content for each user, without any security layers in the way.



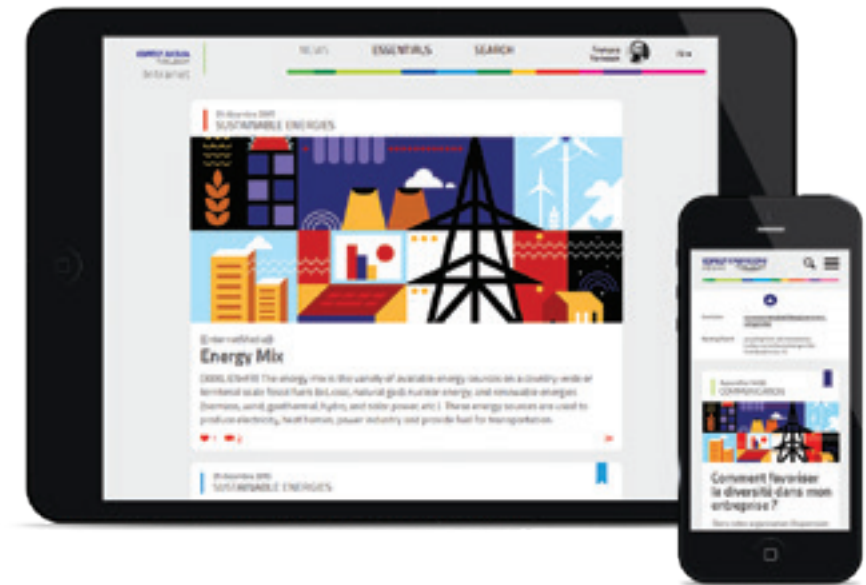
THE RESULT

The hard work really paid off: the four Cofely intranet sites are visually appealing, easy to use and have a cutting-edge technological backbone.

The new Cofely intranet makes creating and sharing content simple, with the help of content administrators who label topics correctly to reach the right users. As a result, visitors have easy access to lots of useful information in their own 'data garden'. And they can wander around freely to discover other parts of their company too.

User feedback confirms it works like a charm.

End users feel at home on these pages, without having to think - let alone worry - about the complex technology that makes it all possible. The project clearly boosted internal communication, offering more sources, more news, more interaction, more knowledge. The complex world of ENGIE Services and its many technological and human challenges has become much more transparent.



For every step, a positive user experience for all participants was ensured, as well as the clean functionality of the web environment. During this process, all elements were clarified and fine-tuned in a series of workshops with the client.

The hard work really paid off: the 4 Cofely intranet sites harmonise a visually appealing and pleasant visit with a cutting-edge technological backbone.

Once you pass the entry gate, you are cleverly guided to your news and all the information matching your profile. The experience is visually refreshing, intuitive and to-the-point.

EURO MILLIONS

Making new elements of the lottery into a rich campaign



Services:

Brand Experience / Campaign / Creative Consultancy
Direct Marketing / Integrated Campaigns / Video
Production / Web Design

THE CHALLENGE

In September 2016, the European lotteries participating in Euro Millions jointly launched a new set of rules for the famous European game. Emakina was chosen by the French-speaking Swiss lottery, La Loterie Romande, to create the 360° omnichannel campaign for this event. One of the main objectives was to translate the new elements of the game (bigger jackpots, faster wins) into a versatile creative concept to fit the brand.



THE IDEA

To illustrate these new elements, Emakina proposed a tagline, encouraging players to think about what a win might mean to them: "Rêver sans limites" (Dream without limits). This new signature allows off-the-wall and excessive interpretations.

DREAM ON

Emakina highlighted the realisation of winners' dreams in a lighthearted way, with images of people in space, in racing cars and deep under the ocean. All convey the idea that Euro Millions is not only about winning money: it allows the winner to truly live their most mind-boggling passions.



A NEW VARIATION

After the campaign launched, other humorous visuals were unveiled via the media. These variations allowed the brand to communicate the new elements of the game by giving them a more human, emotional and entertaining touch.

ORGANISATION

The campaign comprised films broadcast on Swiss TV, street marketing, posters and visuals for the press and POS and a comprehensive set of digital marketing actions (pre-roll, banners and emailing). Emakina partnered with the Geneva-based production house Le Studio, the talented film director Rémy Cayuela and photographer Vincent Calmel. The films were shot in the French-speaking part of Switzerland and were broadcast not only on TV but also on dedicated screens at the points of sale.

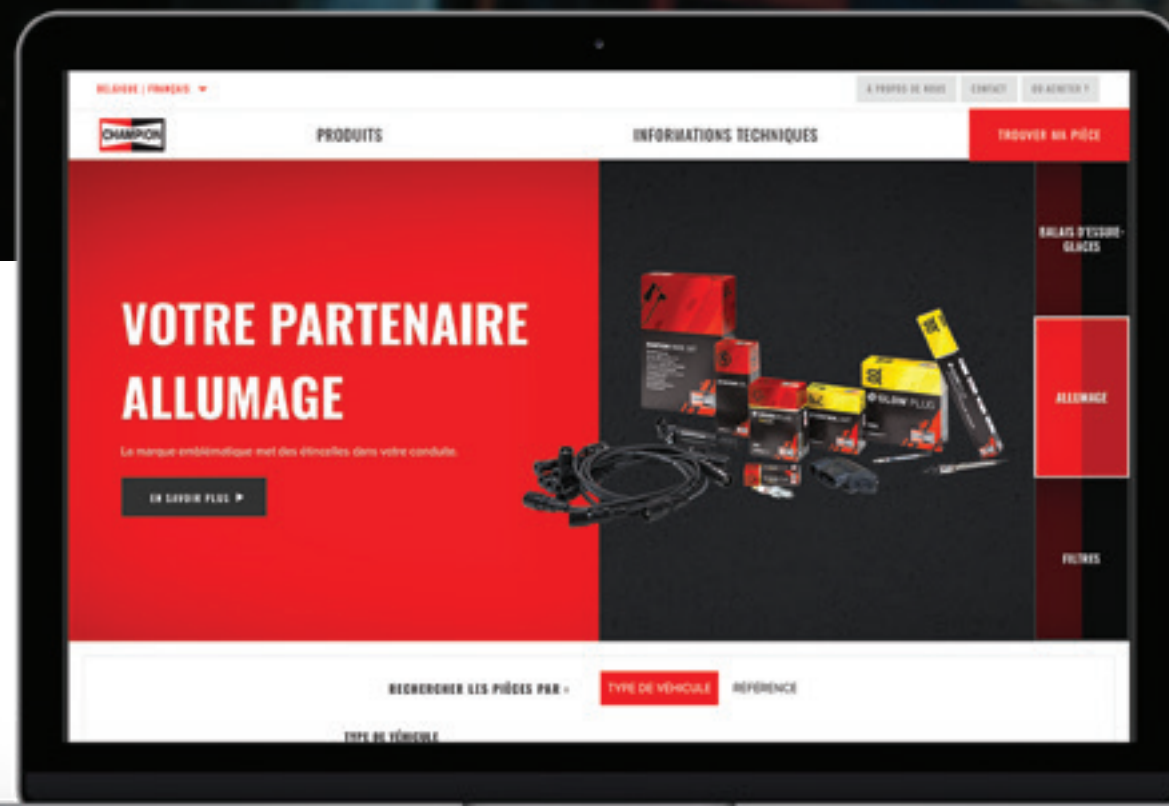
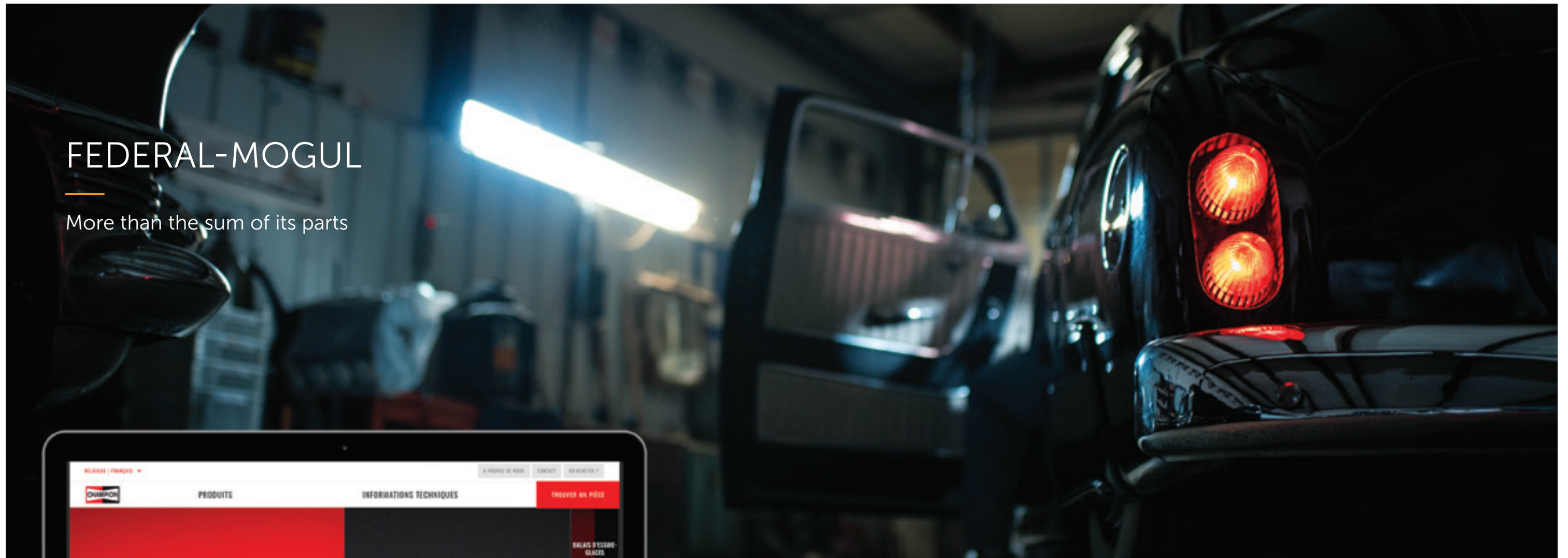


THE RESULTS

- +9%** In the 2 months following the launch of the campaign, the average number of transactions per draw increased by 5%. The average stakes per draw and per transaction also increased over the period.
- 76%** of people interviewed agreed when asked if the posters appealed to them.
- 80%** of those interviewed people found the television advert funny and dynamic.

FEDERAL-MOGUL

More than the sum of its parts



Services:
Content Platform / e-Commerce / Information Architecture
User Experience / Web Building / Web Design

THE CLIENT

It takes a lot of nuts and bolts to make the world work – so it was appropriate that products giant ‘Federal-Mogul Motorparts’ needed 59 websites and 10 languages to explain what just five of its brands are about.

The Detroit-based multinational made \$7.4bn in worldwide sales in 2015, and its brands include:

Ferodo® braking technology

MOOG® chassis components

Champion® spark plugs, filters and wipers

Jurid® brake parts

Federal-Mogul Motorparts, the umbrella for a broad range of products



THE BOSS

'Federal-Mogul Motorparts' produces products for all kinds of automotive, commercial, power generation and industrial manufacturers and service firms, with more than 20 brands just for vehicle care

THE PARTS

'Federal-Mogul Motorparts' EMEA asked Emakina to join an existing team of design, development, translation and programme management experts to bring to life the websites of some of its brands for Europe and the Middle East.

INTO PRODUCTION

Emakina was responsible for content management, to make the brand experience consistent across all countries and communicate with the modern customer. The sites needed to be easy to update, with responsive design adapting to desktop, tablet and smartphone browsing and a fresh, easy-to-use feel.

Using material from other agencies including designers Wondersauce, developers HS2 Solutions, thebigword translators and Federal-Mogul Motorparts teams in EMEA and the US, Emakina designed a site map, created content, built the local websites... and turned on the switch to bring it all to life.

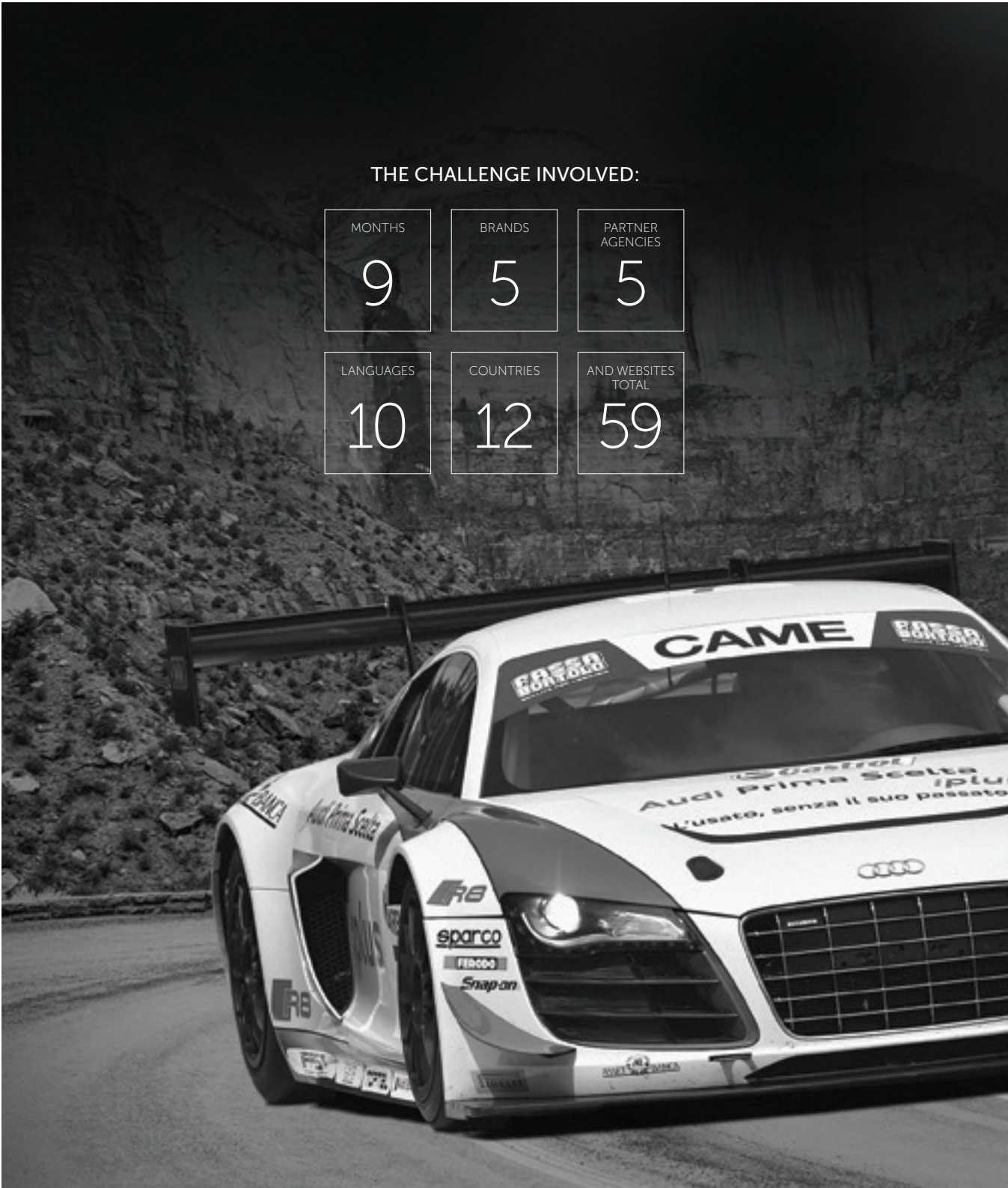
Less than a year later, at the end of 2016, the websites went live, and Federal Mogul Motorparts was more than happy about the result:

- ferodo.be
- moogparts.be
- championautoparts.eu
- jurid.com
- fmmotorparts.com

THE OUTPUT

Emakina worked with multiple partners – who were already in place – within a large and complex company to deliver a series of websites and versions.

The sites are easy to update and have overcome the challenges to serve a multitude of modern customers across the globe. 'Federal-Mogul Motorparts' might have been founded in 1899 but, thanks to Emakina's work, it is bang up to date – with a series of websites that are more than the sum of their parts.

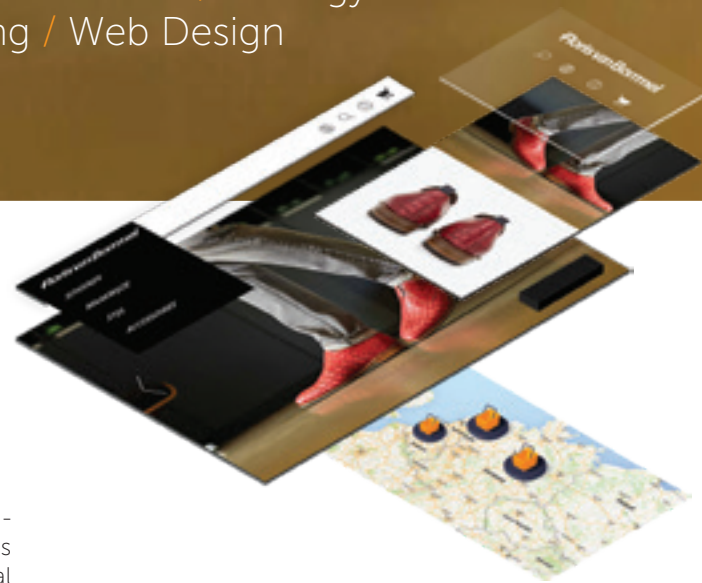


FLORIS VAN BOMMEL

Best foot forward: Emakina helps shoemaker take a big step

Services:

Brand Experiences / Creative Consultancy
e-Commerce / Information Architecture / Strategy
User Experience / Web Building / Web Design



MAKING SHOES SINCE 1734

Van Bommel has been a family business for centuries. In 1990, the Floris van Bommel brand was introduced as trendy little brother to the original label. Success rapidly followed. In 2015, Floris was ready for the next step: selling directly to customers through a modern e-commerce platform perfectly combining branding and sales.



STARTING POINT

Floris van Bommel enjoys unmatched name recognition in The Netherlands and Belgium when it comes to men's shoes, and has recently started making the ladies happy as well.

The only thing missing was a webshop. And since brand experience and sales go hand in hand when it comes to fashion, Floris van Bommel wanted its online boutique to offer rich media content on all devices. This also needed to be easily adaptable for other countries, to match the brand's international ambitions.

READY, SET, GO!

Sixteen weeks is a short deadline for this kind of project. We needed to get the perfect blend of fashion, heritage and quality for the new platform - at a quick march!

A BRAND WITH A BOUNCE IN ITS STEP

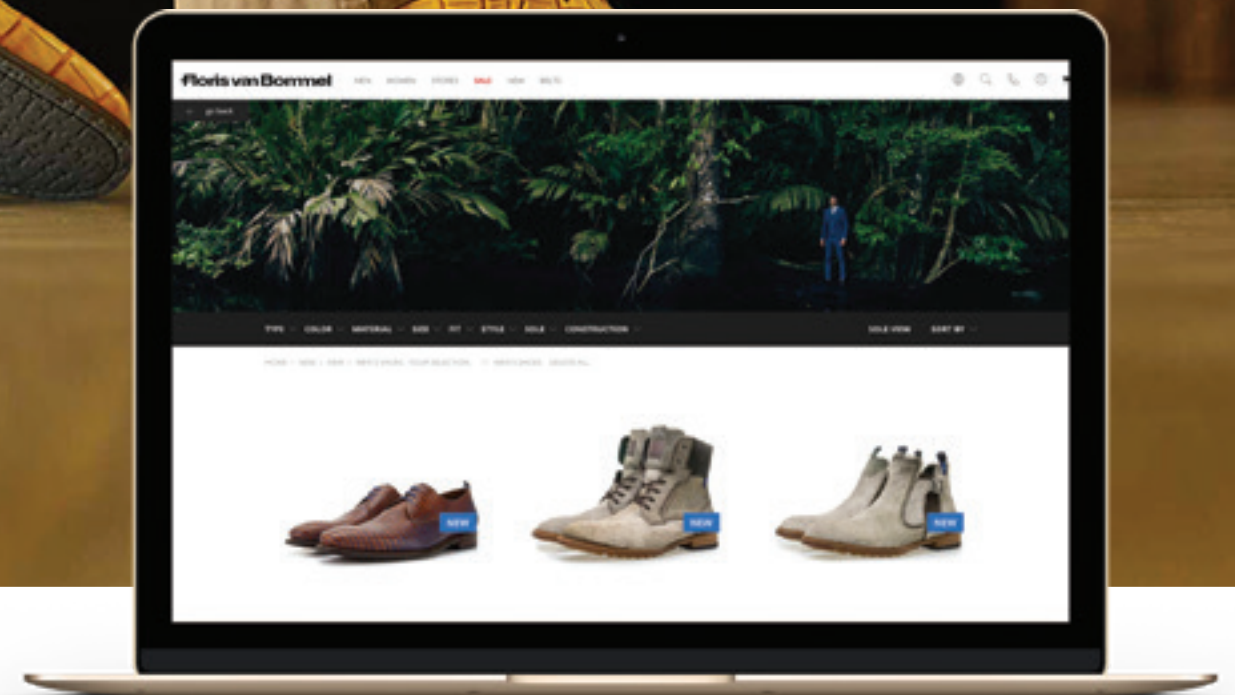
Development went according to plan: we had an intensive collaboration (Floris even designed a new font during the process), clearly defined minimum viable products, fierce work sprints and delivered just before the deadline - within budget, naturally.

And, with the help of Demandware, international versions of the platform will be swift to implement. Thanks to this platform, which attracted customers before communication even started, Floris van Bommel can stride forward to a confident future.

PRICE ON DEMAND - LIKE THE LABEL ON THE SOLE OF A SHOE

Not many e-commerce sites take full advantage of shopper insights from real-life locations. But here, as in a shoe shop, we focus attention on style before price tags; these only appear via mouse-over. And going from a category to your shopping basket and back again is much more natural thanks to a quick view feature.

Every page of the website projects the image of a proud shoemaker. And the further you navigate the site, the more individual shoes become the centre of attention.



HÖGL

New advertising presence
for high-quality Austrian shoes.

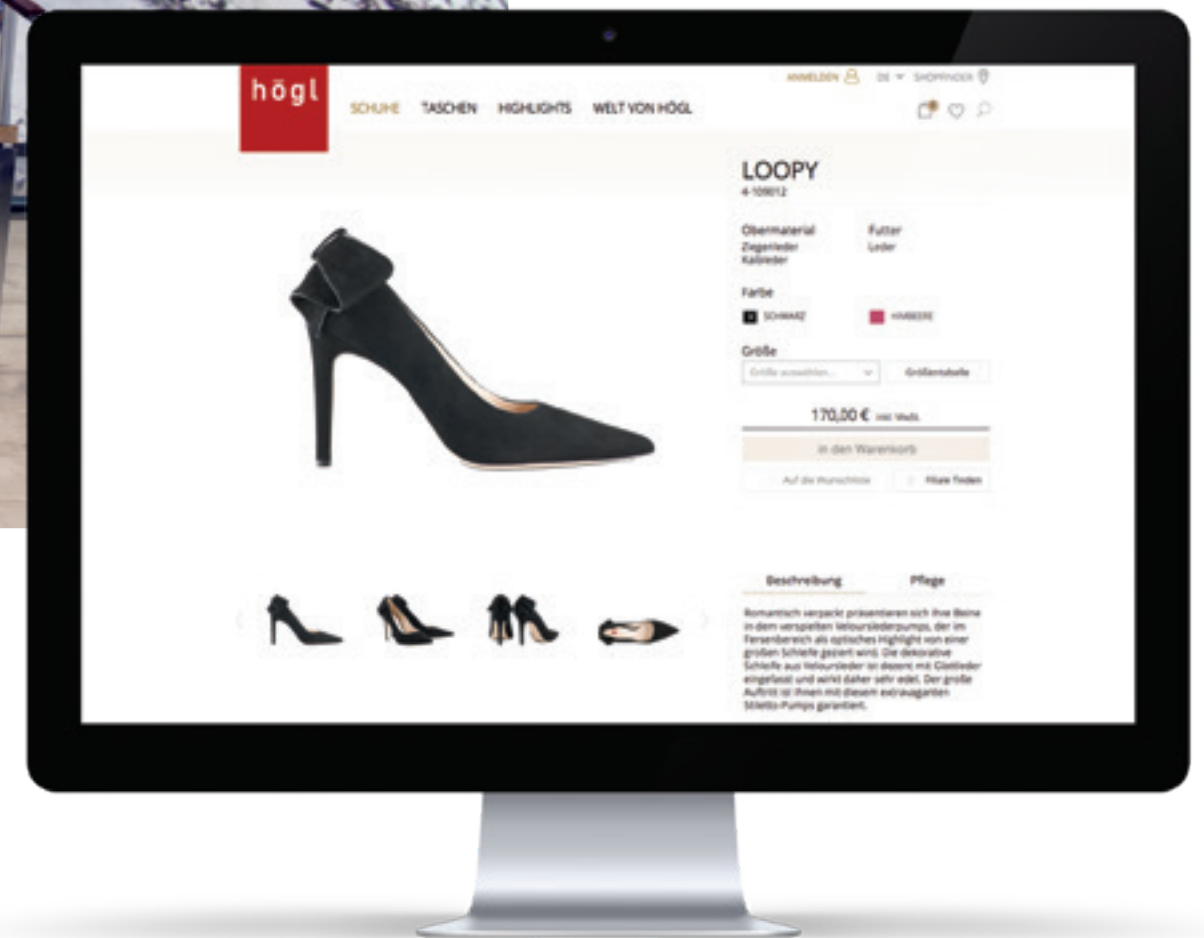
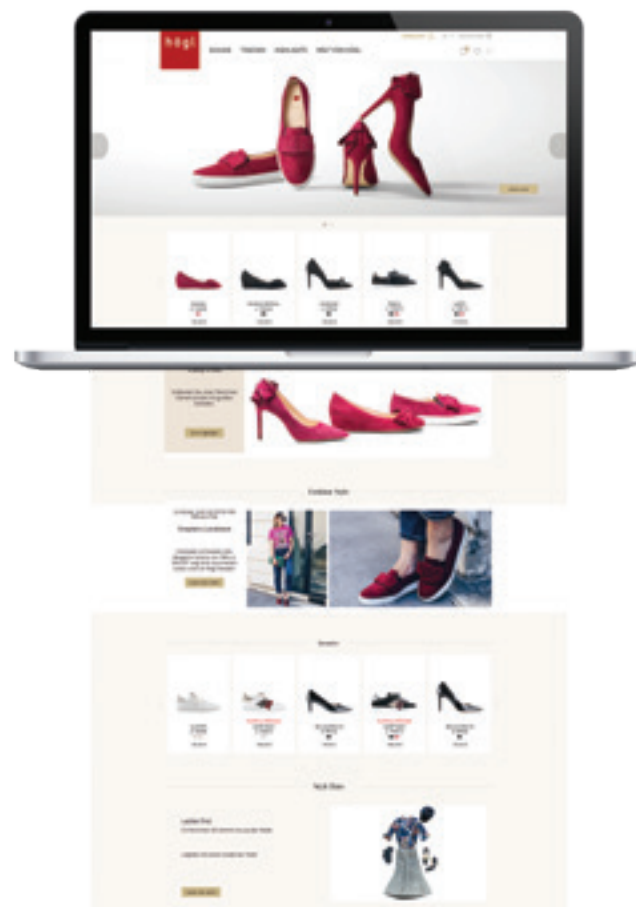
Services:
Direct Marketing / e-Commerce
Information Architecture / User Experience
Web Building / Web Design

TRADITION MEETS ZEITGEIST

For over 80 years, the Austrian brand Högl has been producing high-quality shoes and exporting them from its headquarters in Taufkirchen an der Pram to more than 40 countries. As a leading manufacturer of branded footwear, bags and fashion accessories, Högl wanted a modern web presence with an integrated online shop, and asked Emakina to design and implement them.

RELAUNCH IN TWO STAGES

The relaunch of the web portal was carried out in two stages: hoegl.com went online in the autumn of 2016, replacing country pages with a central international site in four languages (German, English, Russian and Chinese). In the summer of 2017, the site was supplemented by a fully-integrated online shop system.



KENTICO-BASED SOLUTION

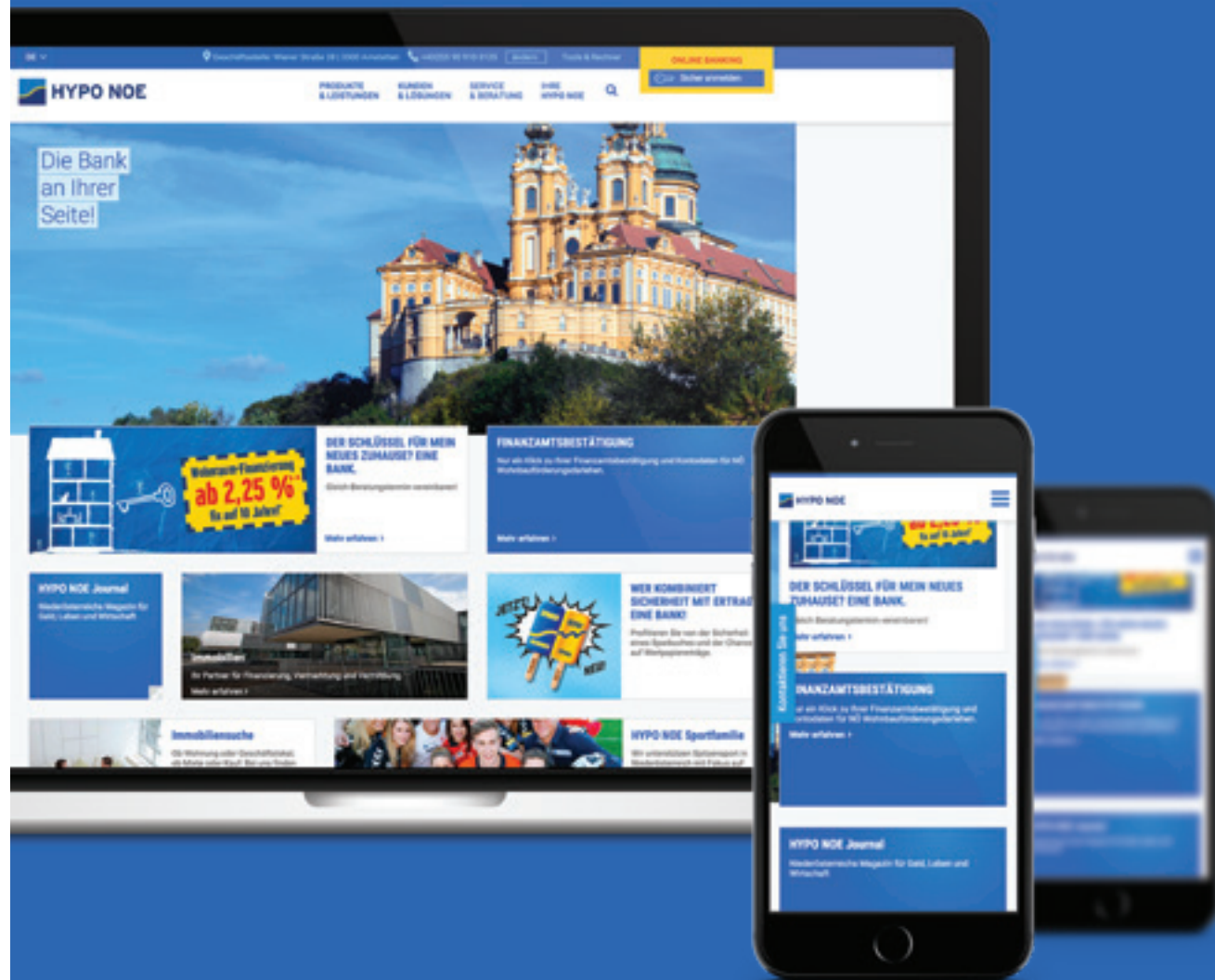
The back-end of the website is based on an all-in-one Kentico EMS solution including CMS, an e-commerce system (connection to an external product data base, logistics and payment systems) and marketing automation. This allows precise segmentation of target groups and efficient marketing activities such as content personalisation and targeted newsletters.

'DIGITAL SHOWCASE'

The website was designed as a showcase for the new collection, with an appealing design and modern look. The content is clearly-structured, with user-friendly services and a responsive design that adjusts to work perfectly via mobile devices, PCs and laptops.

HYPO NOE GRUPPE

All business sectors under one roof



Services:
Branding / Brand Experiences
Content Platform / Strategy
User Experience / Web Building

THE CUSTOMER

The HYPO NOE Group is one of the largest Austrian Regional banks, with a longstanding tradition in banking and finance. After a partial privatisation in 1996, in 2007 HYPO NOE once again became fully owned by the lower Austrian region of Niederösterreich.



THE REQUEST

The individual companies in the HYPO NOE Group had to be united online. It was necessary to take into account the existing corporate identity guidelines, without losing sight of the autonomy of the companies, both in form and function.

THE SOLUTION

The project started with an intensive consulting phase, in close collaboration with the client, and a series of workshops, to develop a digital strategy together. This was the basis for the complete redesign of the website, and a technological update of data management, based on the Kentico content management system.

MARKETING & FRONT-END BENEFITS

The new portal is a real beauty, combining a highly emotional concept and layout with a variety of new functions, and state-of-the-art responsive design. As a result, the customers now really receive the full focus they deserve in the digital consulting efforts of the HYPO NOE Group.

TECHNOLOGY & BACK-END BENEFITS

The back-end was created with multiple options for ongoing optimisation and adaptation, along with a range of practical tools available when and where needed. The Kentico suite proved to be the perfect CMS choice for a project of this size.

“A perfect example of a successful omni-channel implementation”

Gerhard Handler, CEO Emakina.AT

JAEGER-LECOULTRE

Augmented reality 'watch fitting' experience

CYLINDRICAL TRACKING TECHNOLOGY



Services:

Applications / Brand Experiences
Creative Consultancy / Mobile Development
User Experience

CLOCKING JAEGER-LECOULTRE

Nestled inside the famous Joux valley in Switzerland, Jaeger-LeCoultre has been making luxury watches and clocks since 1833. Now a subsidiary of the Richemont group, it prides itself on every element of its timepieces, lovingly created by its master watchmakers.

CHALLENGE AGAINST TICKING TIME

Time is of the essence when you want to sell your new collection to the world's top watch buyers. Jaeger-LeCoultre wanted to reveal its latest designs at the 2017 SIHH international fine watch trade show in Geneva, before they had even been manufactured. So it asked Emakina to create an unforgettable digital experience to show off its timepieces to 15,000 professional buyers, attract press attention and get pre-orders flying.



AUGMENTED REALITY WATCH SHOW: A MODERN SLEIGHT OF HAND

Emakina designed 'On your wrist', an augmented reality experience to allow visitors to 'try on' the watches fresh from the industrial design office.

From January 16th to January 20th 2017, visitors to the Jaeger-LeCoultre stand were given a paper bracelet embossed with the brand logo and elegant patterns.

When they placed this under one of eight booths, where a special tablet was installed, the image of a watch would appear magically on their arm – making trying on the entire collection as simple as a flick of the wrist.

The Emakina team used cylindrical tracking technology, with one single marker around the bracelet, to animate every detail in 3D: the date, time, perpetual calendar, moon phase and sweeping multi-axis second hand.

The 3D modelling work was based on Jaeger-LeCoultre's designs, plus a 360 degree map of the stand's interior, to make the background feel entirely real.

Visitors could email themselves pictures or videos, or share the experience on social media, and agree to be notified when the watch was in stock and ready to buy.

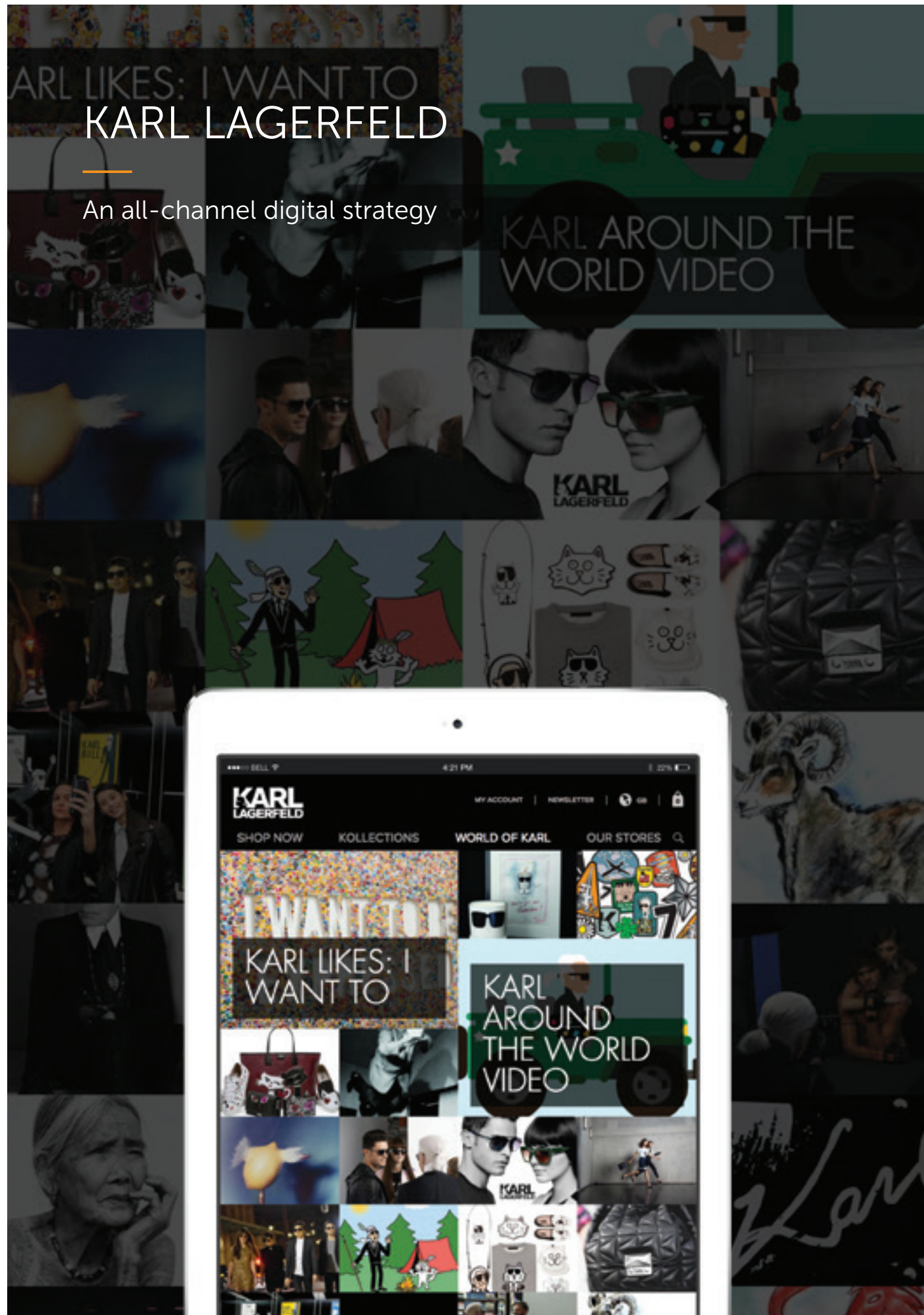
UP-TO-THE-MINUTE WOW FACTOR

Reactions from visitors and the press were enthusiastic. Marie Kuter, a senior UX Consultant, put up pictures on her blog, commenting: "It was very well done and worked perfectly on my hand."

WorldTempus magazine and online specialist news site, posted a video of the experience, while the South Morning China Post said the innovation would 'charm watch lovers' and was 'an innovative use of augmented reality.'

GQ Portugal journalist José Morais tweeted a video of his own virtual watch-fitting, adding: "This is so amazing."

This digital experience was so powerful that it became part of a wider Jaeger-LeCoultre campaign: it was promoted via social media on the firm's Facebook page, became a topic of worldwide media attention, and soon 'On your wrist' will be displayed at the firm's museum, alongside its most iconic designs.



Services:

Brand Experiences / Content Platform / Information Architecture
Strategy / User Experience / Web Building / Web Design

DIGITAL DNA

After a successful online business initiative in partnership with net-a-porter.com, Karl Lagerfeld opened his own network of more than 30 fully-connected physical boutiques worldwide. After building this connection with its fans, the brand has entered a new phase and launched a website that is 100% connected to commerce.

STRATEGY

Emakina wanted to offer an e-commerce platform that fluidly mixes branded content with content dedicated to shopping.

The content architecture creates a kind of parallel between things related to Karl Lagerfeld himself and content relating to products that are on sale (such as names, taglines and description).

So product pages are decorated with 'Karlisms' - quotes from the eponymous designer of the brand - and all content can be shared by fans on social networks.

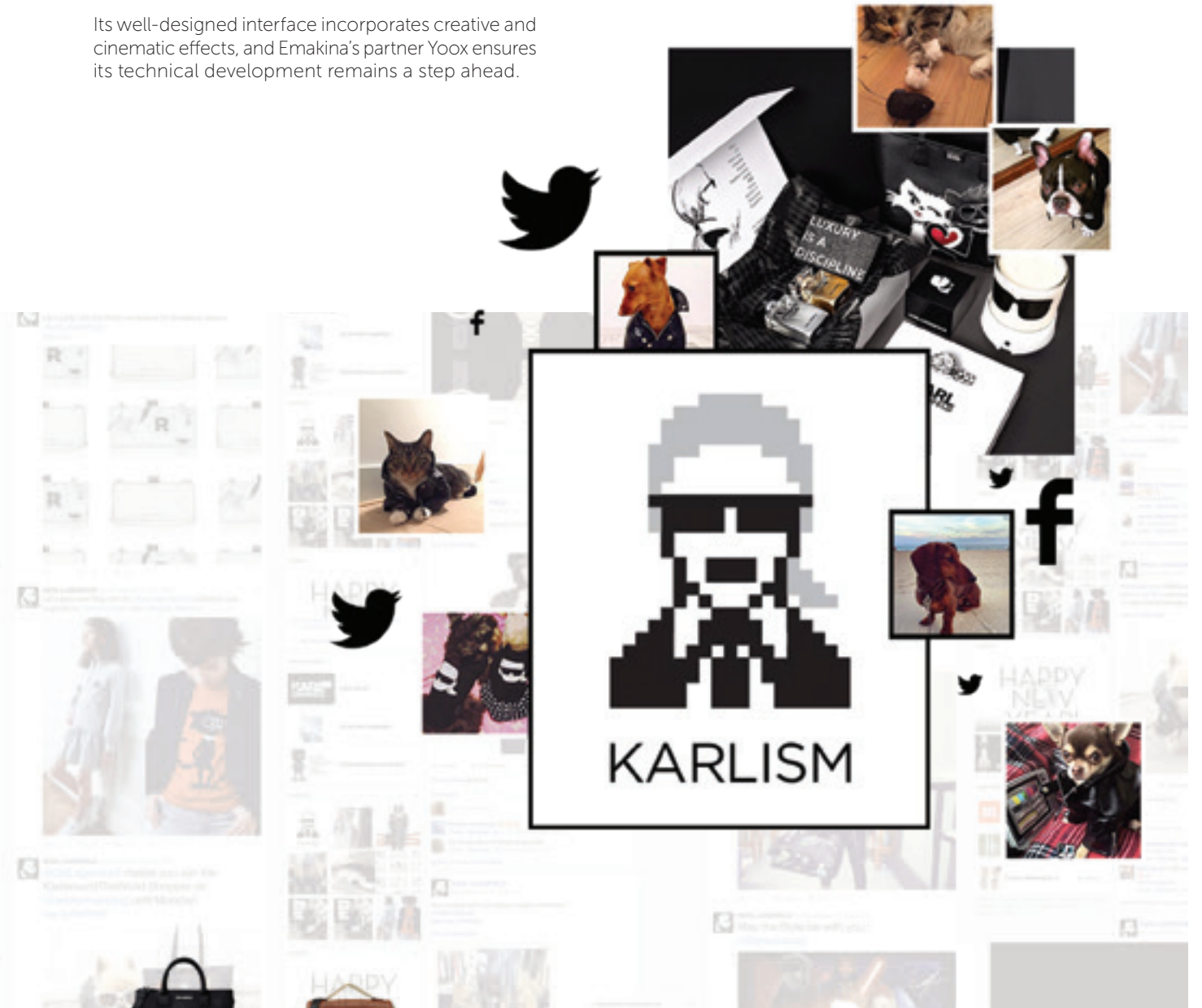
KARL LAGERFELD



DESIGN

The platform uses a magazine-style layout on its home page to reflect the wealth of content available and the unique and eclectic nature of Karl Lagerfeld.

Its well-designed interface incorporates creative and cinematic effects, and Emakina's partner Yoox ensures its technical development remains a step ahead.



EXPERIENCE

This is a platform that invites you to enter the universe of the creator – listening to his pulse, his posts, his news – while also enjoying a perfectly fluid shopping experience, accessible around the clock.

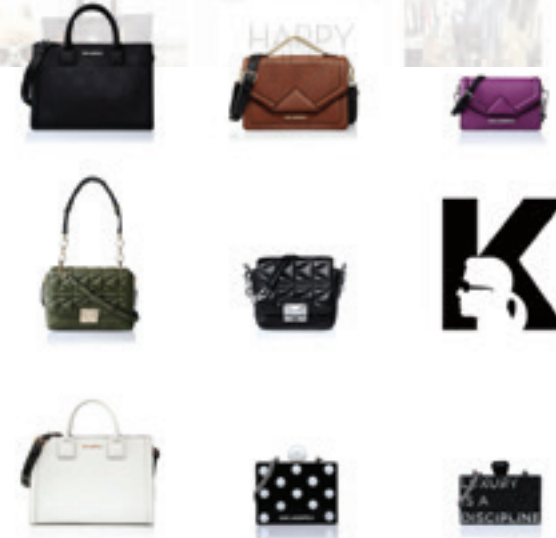
The site was entirely created with responsive design to adapt to all digital devices and follow users as they move about, offering a complete experience for all kinds of fashion fan. Emakina carried out

user testing at every major stage of development to create a user-centric experience.

To connect fans everywhere with Karl Lagerfeld, the platform is available in several languages, anyone can subscribe to its newsletter, and brand content is also posted to social networks.

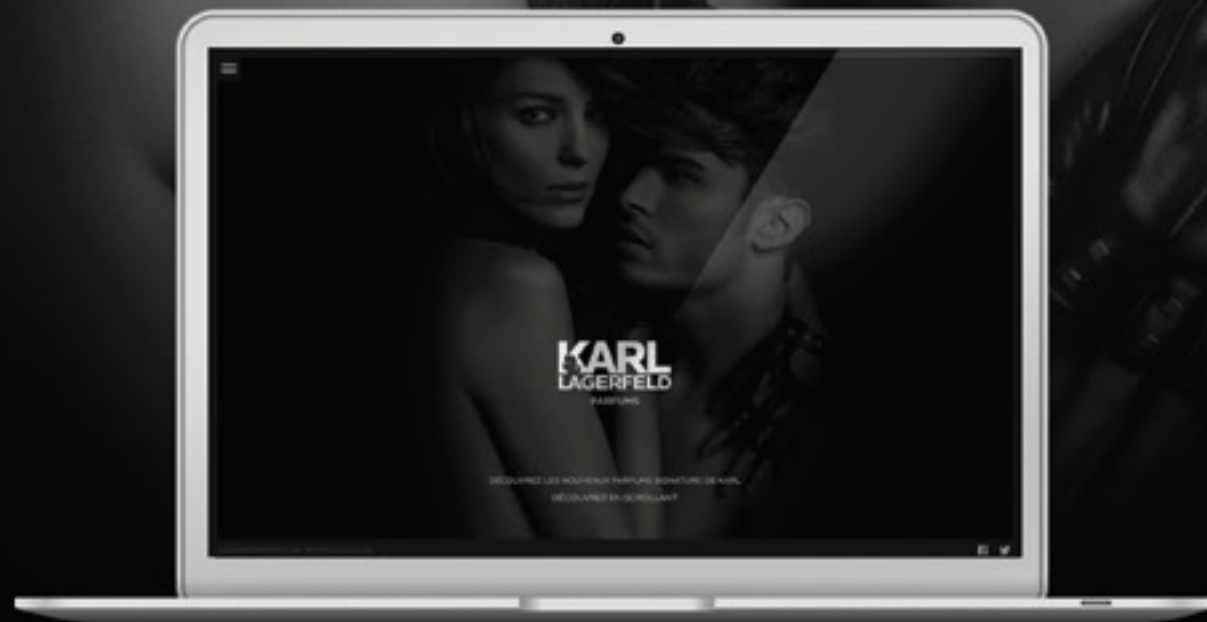
SOCIAL NETWORKS

All content and products can be shared on social networks, allowing fans to keep up the conversation with this creative spirit and collection.



KARL PERFUME

A unique sensory experience



Services:

Applications / Brand Experiences / Campaign / Creative Consultancy / Information Architecture / Mobile Development / Social Media / Web Building / Web Design



KREATIVE, ICONIK & KOOL

The Karl Lagerfeld brand offers a collection of prêt-à-porter fashion and luxury accessories that are Kreative, IconiK, Kool and affordable.

In just a few months, the fashion house established a global network of around 15 wired boutiques offering a new customer experience, connected from the points of sale - all put into operation by Emakina.

In 2014 the brand was still expanding, thanks to the launch of two perfumes for women and men.

FASHION FOR THE NOSE

The potion designed for women is presented in a transparent bottle with a rectangular cork decorated with an imposing signature metal ring. The second, for a male audience, is dispensed in a sleek black bottle.

Emakina conceived the global launch, designed to engage customers in a delicate and immersive experience.



FRAGRANCE MAKES LIFE MORE BEAUTIFUL

The launch campaign was kicked off at an exceptional evening underpinned by a connected ecosystem deployed online, on mobile, on social media but also in all the concept stores and partner boutiques.

An immersive and responsive site, Karl Lagerfeld styled emoticons, and perfume "selfies" were the other ingredients of the launch.



FRAGRANCE IS AS IMPORTANT AS A PIECE OF CLOTHING

Clean and elegant, the site is conceived as a scrolling responsive design experience - accessible from computer, tablet or mobile. It reveals the inside story on the campaign and the creation of the perfumes.

In true Photo Booth style, as developed for the Karl Lagerfeld concept stores, visitors are invited to take a snap and share it on social networks - having applied different filters specially designed around the perfumes.

It's also possible to print the photos for a memorable perfumed experience.



IT'S IMPORTANT TO HAVE YOUR SIGNATURE PERFUME: EMOTIKARL BECOME EMOTIKARL

To heighten the power of word of mouth for the launch, Emakina invented the emotiKarl for Karl Lagerfeld. This involved designing collectors icons specially for the occasion to help convert interest into sales.



#KARLPARFUMS IN LESS THAN 3 WEEKS

100K
DOWNLOADS
OF THE APP 

1 TWEET
#KARLPARFUMS
EVERY
2 MIN  

1 MESSAGE
SENT 
EVERY
7 SECONDS

KITOZYME

Technology – Innovation – Sustainability



Services:

Qualitative & Quantitative
Research / Brand Strategy
Content Strategy

THE CLIENT

KitoZyme is a Belgian company, spun off from the University of Liège, that specialises in medical and dietary supplements. Research and innovation are at the heart of their business. .



FROM B2B TO B2C (SAY IT FAST 5 TIMES)

As a B2B only company, KitoZyme wanted to find out who the potential end-users of their products are, and if it was worth addressing them directly. KitoZyme chose us at Insights & Consulting to discover and map their users' needs; and to find out if it would be commercially interesting to meet these expectations on an ambitious, owned B2C platform.

DIGESTING THE USERS' NEEDS

First, we combined thorough desk research with a detailed benchmark to have an overview of the competition. We then moved on to the crucial step of the process: studying target users of weight management and digestive health products. Who are they? What do they want? How and when do they want it? As we wanted our answers to be both qualitative and quantitative, we enriched our quantitative online study with extensive social media

monitoring and a qualitative study based on relevant blogs. This provided us with rock solid answers to the initial questions posed by our client, KitoZyme.

As our data-based conclusion was that it would indeed be commercially interesting for the company to start a B2C project, it made perfect sense for Insights & Consulting to lead the next steps: development of the brand strategy and identity for the B2C market, as well as a content strategy including all the guidelines to address users in the most effective way.

RESULTS

Leading the collaboration with other Emakina.BE teams, Insights & Consulting provided KitoZyme with a smart and actionable strategy for their entire B2C project. As we built a strong, trusting relationship with our client, this isn't the last you have heard about this long-term project!

KONICA MINOLTA

Major B2B sales campaign
'Thank you, Austria!'



Services:
Campaign / Direct Marketing
Information Architecture
Media Planning / Web Building

SUCCESSFUL FOR EIGHT YEARS

Austrian companies trust business technology firm Konica Minolta. This is why the Japanese company with offices in Vienna said thank you for the eighth time in a row last year with a major B2B sales campaign - 'Thank you, Austria!', implemented by Emakina.

BIZHUB C227 FOR A SPECIAL PRICE

Business customers could set a reminder at www.konicaminolta.at/danke and get a bizhub C227 printer for a special price during the two-day campaign in May. This meant a saving of almost 65% - an attractive offer that had already made this kind of promotion successful in the past.

A WELL-CONCEIVED ONLINE PRESENCE

In 2017, Emakina experts put the finishing touches on the digital campaign: in addition to a new landing page with a modern design, a series of dynamic sector sites facilitated direct contact with target groups and presented the specific advantages of the bizhub C227 for every sector.



TAILOR-MADE CRM SYSTEM

At the heart of the campaign is the website's back-end which was specifically developed for Konica Minolta's sales based on Selligent and facilitates more efficient workflow thanks to complex CRM processes. This way, data from a variety of sources can be added to 360-degree customer views to address different customer groups in a personalised manner. The campaign was backed up by agile media planning, online banners, Facebook and LinkedIn posts as well as emailing adapted to specific sectors.

OTHER MARKETING ACTIVITIES

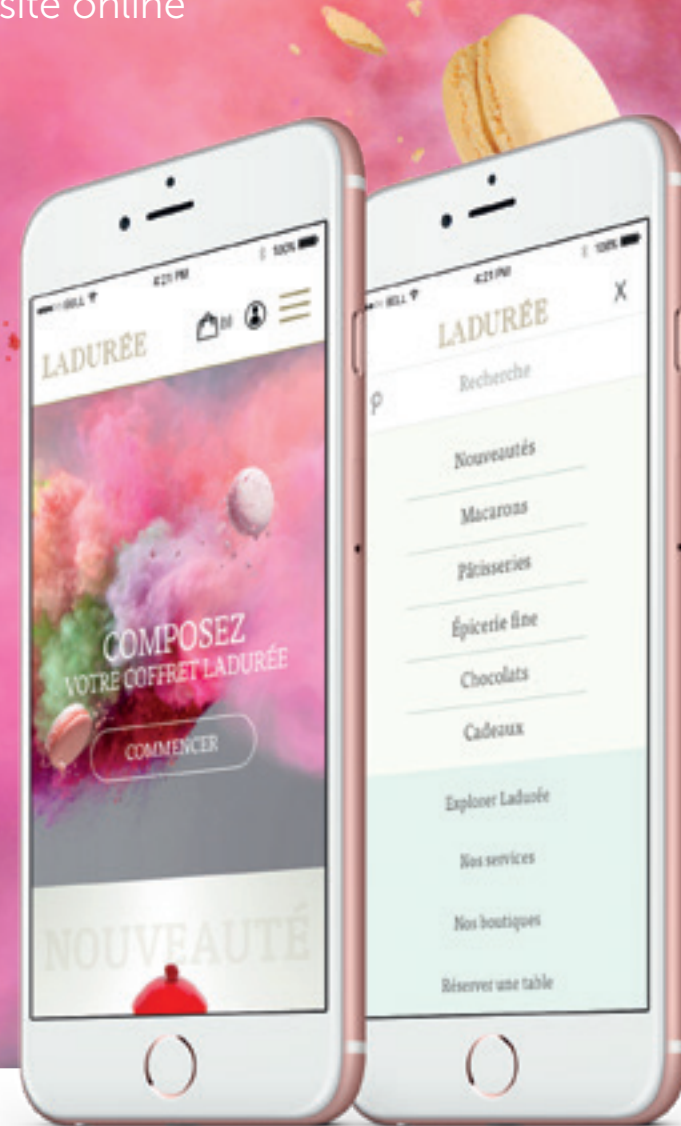
While Konica Minolta's sales teams are in full control of customer care with Selligent, Emakina takes care of marketing processes, from planning and concept to design and implementation. This includes amongst other things ongoing support in brand communication in Austria, Germany, Belgium and the Netherlands, such as brand advertising and promoting new products. Copy that, if you can!

LADURÉE

The icing on the cake: exquisite online shop for Ladurée pâtissier

Services:

Brand Experiences
Creative Consultancy
e-Commerce
Information Architecture
Strategy
User Experience
Web Building
Web Design



DNA

Established on the rue Royale in Paris in 1862, Ladurée is one of France's most cherished French cake and pastry makers. Its aim has always been to give its customers a little taste of heaven through exceptional products based upon skill and tradition. More than 150 years later, this ambitious business is operating on five continents and in nearly 30 countries.

CHALLENGE: DECORATING A DIGITAL UNIVERSE

With a puff of international growth and millions of customers around the globe, Ladurée wanted to exploit the digital world and offer gourmets everywhere a hand-made experience conveying its dream. It needed a new website that was true to values of excellence and mastery that are key ingredients in its success.



STRATEGY: A PERFECT MIX

Customers now expect brands to offer something for everyone, so Ladurée's site needed to offer a unified business experience that could adapt to all expectations but above all promote its products. Emakina proposed making the website reflect and amplify the sugar-sweet experience of its shops and restaurants, while still feeling customer-centric.



LET THEM EAT CAKE – EVERYWHERE

Working with a 'mobile-first' approach, Emakina created a seamless site that adapts to any and every customer, online or offline. Online, for instance, a client can experience classic Ladurée moments like selecting the beautiful macarons to fill a personalised box.

But above all, the unified shopping experience offers delivery options to delight any food-lover: Click & Collect, delivery in France and Europe, and even delivery by courier in less than 90 minutes throughout Paris for those whose appetites really cannot wait!

DESIGNED BY HAND

For this French confectioner, so married to imaginative ideas and excellence, it was absolutely essential to have a strong, differentiating artistic direction within a simple and intuitive user interface. So Emakina made the Ladurée online experience a real jewellery box for each of its products. We dreamed up an atmosphere of perfect sugar bombs, both elegant and appetising, to entice the customer to dive in to the pâtissier's world without thought of restraint.



SECOND HELPINGS...AND MORE

A few months after the launch of the French online e-commerce site, online sales had risen by 35% compared to the previous year. And this is just the appetiser. Ladurée wants to continue its digital transformation to make unified commerce a reality for its customers all over the world (with several new language sites on the way). With a dash of Emakina expertise, this most beautiful of French pâtissiers has joined a new era: 150 years after its creation, it is carefully piecing together a future uniting innovation, creativity and excellence

You, too, can taste the sugar-sweet experience of Ladurée at laduree.fr.

LEGOLAS

Identity, UX/UI and Campaign



LEGOLAS.BET



BACKGROUND

One of Sweden's most beloved and engaging sport communities is trotting. Trotting what? It's a form of horse racing involving special breeds pulling a two-wheeled wagon and driver. Every day there are races being held all over Sweden. In fact, the only day without a competition is Christmas Eve.

But when it comes to placing a bet, there had traditionally only been one company providing this service – it had a monopoly in the Swedish market and Legolas wanted to challenge that.

Services:
Brand Experiences / Branding
Campaign / Creative Consultancy
Information Architecture
User Experience / Web Building
Web Design



THE LAUNCH OF A NEW ALTERNATIVE

In May 2017 we helped to launch Legolas.bet on the Swedish market and were asked to create a campaign that would make Legolas feel like a trustworthy option, a company who's in it for the long run. Legolas also wanted to make connections with the current trotting community, pledging to give a higher net percentage back to the players and the community than its rival.

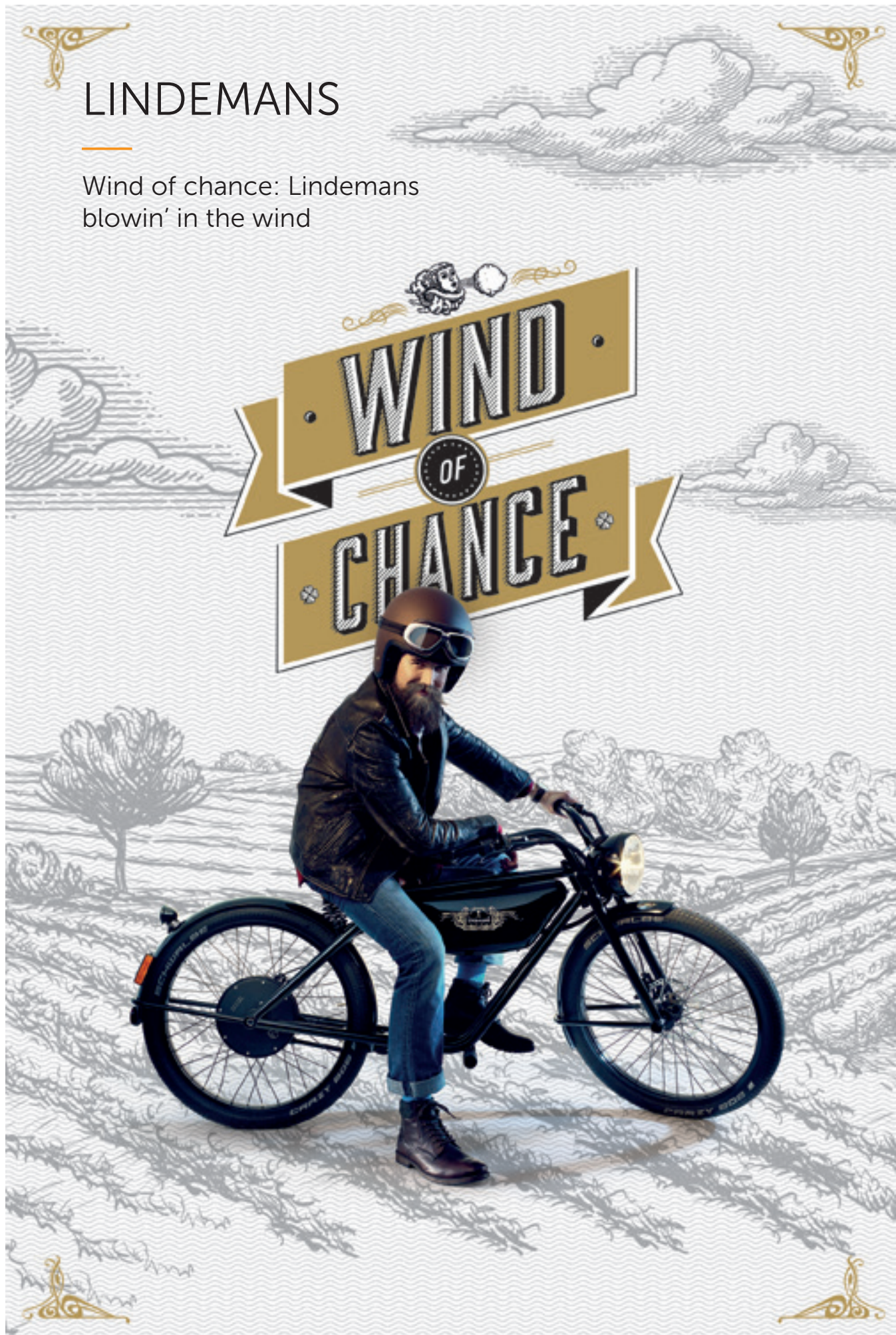
REAL HORSE POWER TO THE PLAYERS

Horse power was chosen as the overall launch concept, which we used to mirror the wow-factor of unveiling a new sports car model. We created a launch video, print and online advertising material, dramatically unveiling a gleaming horse and cart and aiming to get players interested enough to take the new betting client for a spin. Emakina DBG also helped with the design of the Legolas.bet betting client and the launch of social media channels.



LINDEMANS

Wind of chance: Lindemans
blowin' in the wind



Services:
Branding / Integrated Campaign
User Experience / Web Building
Web Design

EMAKINA AND LINDEMANS RAISE A GLASS

The Lindemans family brewery makes beers with a difference: the valley's airborne wild yeasts spontaneously ferment liquid extracted from malted barley, producing what is known as lambic beer. The agency has become a long-term communication partner for the Brabant brewery, after relaunching its website www.lindemans.be in English, American, French, Dutch, Chinese and Japanese versions.

«WIND OF CHANCE»: FORTUNE FAVOURS THE BREW

In order to promote its brand, Lindemans asked Emakina to develop a creative concept around a fun scratch card contest. The resulting campaign ran in the Netherlands and Belgium from April to July 2017, encapsulating the idea that the wind blows happiness in your direction just as Lindemans' heavenly brews are naturally fermented in the breeze. Emakina created a graphic identity and logo using the brewer's Art Nouveau style which marries a sense of authenticity with a dynamic, young feeling.



A BLOW-AWAY SUCCESS

Emakina delivered the game idea, worked up the rules and created a landing page to explain the contest: on buying a beer, customers received a card with a chance to win a prize on the spot by answering a question correctly. And by filling in their unique code on the website and giving the best answer to another question, they had the chance to win an electric motorbike.



PRINT AND POS

Emakina also produced a whole range of promotional material to support the campaign IRL and in POS, from posters to life-size cardboards and table tents, among other things, without forgetting the scratch cards themselves, obviously.



THE MOVIE

We also produced a fun video – featuring a former intern, whose whiskers were blowing in the wind. The shooting took place in the Pajottenland, because authenticity matters, and we wanted the former intern's whiskers to be moved by the very wind that makes Lindemans' delicious lambic come to life!



SOCIAL MEDIA

Since Emakina manages Lindemans' Facebook and Instagram account, it was only natural that we gave this campaign a boost via social media ads to generate awareness, engagement and sales among fans, while also enlarging the Lindemans community.

THE RESULTS



Cooperating with Emakina is important to expand our brand and promote our products. Their team works smoothly with us in an easy but focused way, with space for initiative, creativity, and a healthy dose of brewer's intuition. This way, each campaign has just the right flavour!

Dirk Lindemans
Chief executive



BUDGET
(Social Media)

FR 3,770€
NL 4,282€

REACH

FR 499,601
NL 619,990

PRINT

FR 1,219,711
NL 1,372,002

CLICKS

FR 7,251
NL 5,303

VIDEO VIEWS

FR 88,609
NL 115,004

MERKUR

Relaunch and implementation
of new online shop



Services:

Content Platform / e-Commerce
Information Architecture
User Experience / Web Building
Web Design

CONCEPTION, DESIGN, IMPLEMENTATION

REWE International AG is market leader in the Austrian grocery trade and as such, has taken a leading role in online sales as well. After the launch of the BILLA and BIPA online shops, Merkur too started its own e-commerce portal in June 2016. The conception, design and implementation were entrusted to Emakina.CEE's digital experts who had developed the BILLA online shop and had been successfully working with REWE for years.

MAIN FEATURES OF THE REDESIGN

The project consisted mainly of relaunching Merkur's website on the one hand and implementing the new online shop on the other. The focus was on a modern design in accordance with the corporate identity, a 'fresh' impression with a generous number of pictures

as well as a clear structure - responsive, of course, and meeting REWE's A+ accessibility standard.

INTUITIVE SHOPPING EXPERIENCE

The integration with REWE's existing Content Management System was carried out in close co-operation with REWE's IT and the online shop itself was developed with the firm's platform commerce tools. In addition to a clear site structure, there is an efficient search function with filters by category and keyword to ensure easy navigation and an intuitive, user-friendly shopping experience.



Frisch aus meinem Markt

ONLINE SHOP FEATURES

Special features of the online shop include a pre-order option (for example for delicatessen and cakes), same-day delivery for orders placed before 2 pm as well as a full integration of the customer loyalty programme. This allows 'Friends of Merkur' to also use their advantages in the online shop. In addition to online payment, it is also possible to pay directly upon delivery – this makes customers who shop online for the first time less hesitant.

RESULTS AFTER FIRST YEAR

A year after launch, the Merkur online shop is already a big success. The initial product range of 14,000 products has been significantly expanded and is being continually upgraded. Since then, two further delivery markets have been created in Vienna in addition to the original one in Vösendorf. If this is successful in the long term, the delivery service will be extended to other regions.

MONDI COLOR COPY

A new look for the perfect digital print paper

Services:

Applications
Brand Experiences
Creative Consultancy
Information Architecture
Integrated Campaign
Social Media
User Experience
Web Building



PERFECT FOR DIGITAL PRINTING

For over 25 years, Mondi Color Copy has been the leading paper for digital color laser printing and a reliable partner in everyday working and office life. Moreover, Color Copy is ideal for digital printing – an advantage that should be more emphasised within brand communication. This is why Mondi opted for perfectly coordinated online and offline measures and the support of Emakina.

HIGH QUALITY WITH A FRESH LOOK

Since the quality of Mondi Color Copy's products had already been established for many years, the priority was to create an enhanced appearance and a functional packaging design. As of June, Color Copy comes in a fresh new look with reinforced outer cover, an easy-open function and a new tagline: 'the perfect paper for digital color printing'.



'DOING A GREAT JOB' CAMPAIGN

The relaunch is complemented by a large-scale image campaign with the slogan 'Doing a great job', because 'Color Copy does a great job – just like you'. This new slogan is accompanied by three central images and is present in all online and offline activities which have been developed in English and German for the international market. This means banners, e-mailings, social media content as well as ads, posters and even truck tarpaulins.

WEBSITE WITH RESPONSIVE DESIGN

Communication focuses on the new website of the brand, colorcopy.com, developed by Emakina based on the open-source content management system Umbraco with which Mondi already had previous experience. This way, the content can be easily edited and managed at any time and the display is also optimised for mobile devices thanks to a responsive design.



DIGITAL SALES KIT AND AR APP

Mondi's sales are additionally supported by new sales documentation, including a 'digital sales kit' optimised for use on tablets and smartphone. This allows sales staff to easily navigate content relevant to customers. There is also an augmented reality app which shows the advantages of Mondi Color Copy through stunning 3D images.

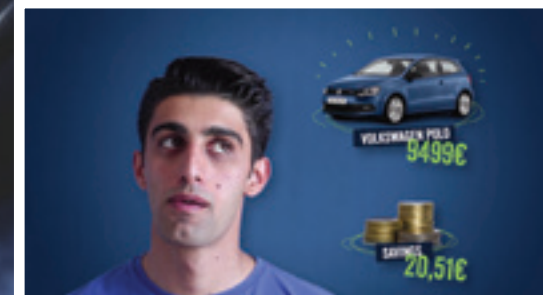


MY WAY STUDENT ACTIVATION

A friendly e-blackmailing campaign

Services:

Brand Experiences / Content Platform / Creative Consultancy
Direct Marketing / Information Architecture
Integrated Campaign / Social Media / Strategy
User Experience / Web Building / Web Design



CLIENT

My Way is the official second-hand car network for D'leteren, Belgium's largest car distributor and long-time partner of Emakina. My Way has 145 points of sale and high quality requirements for its 2,600 Volkswagen, Skoda, Audi and SEAT vehicles. It offers one to three year guarantees, financing options and part-exchange...just like a new car.



CHALLENGE

The brand's annual 'student activation' campaign needed a new concept and a new design: explaining to parents 'why your kid deserves a car' was no longer enough. The challenge was to create a campaign which could reach both students and parents. Everything, from the tone of voice to the design and the concept, needed to successfully persuade both targets.

A NEW KIND OF BLACKMAIL

In order to get parents to buy their kid a car, we decided to translate real-life behaviour into a digital campaign concept: kids nagging until they get what they want. That is how 'e-blackmailing' was born. Students could choose among a list of amusing (and light-hearted) threats to convince their parents to buy them a car. Parents were then 'followed' around online by these threats, which appeared on banners displaying the name of their child. During the whole campaign, banners followed parents to their favourite websites until they clicked them and gave in to their child's demand for a new, second-hand car.

THE THREAT

1 / THE THREAT

Students had a choice of weapons to threaten their parents with.



Sabotage the white washing



clean the toilet with parents toothbrush



use my allowance for a nose and navel piercing

HOE VER GA JIJ
OM EEN AUTO TE KRIJGEN VAN JE OUDERS?

2 / THE GET OUT CLAUSE

Parents received the 'threat' by email, and were faced with a choice.

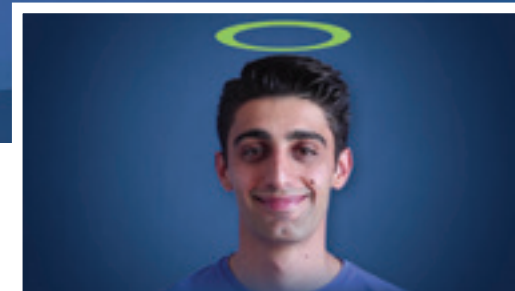
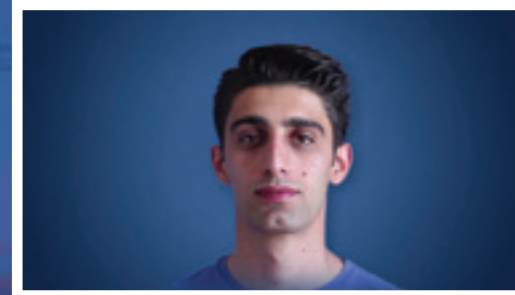
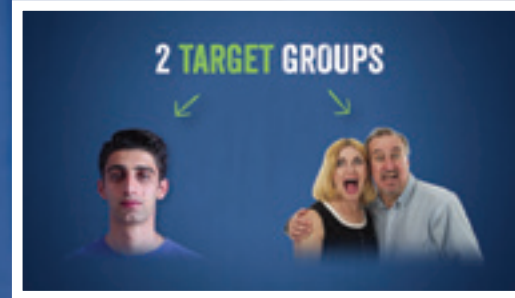


Goal reached

Need more persuading



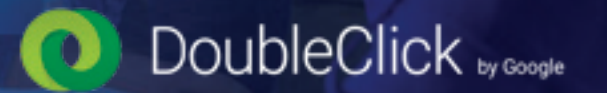
2 TARGET GROUPS



3 / THE STING

Thanks to the Cookies placed on parents' computers, the e-blackmail continued.

Google DoubleClick followed parents around the web, displaying personalised retargeting banners including first names of parents and kids, reminding of the 'threat'.



MECHANICS

The team customised Google's DoubleClick retargeting technology, in a way never done before and implemented the campaign with the help of the agency Semitis.

The campaign was brought to life through banners, social media, PR, mini-website, personalised emails and cookie-based personalised re-targeted banner.

RESULTS

A technological game-changer

We pushed the boundaries of possibilities with Google DoubleClick internet ad technology. Personalising the banners with first names and using retargeting banner were game-changers.

A creative success

The campaign kept the right balance between the two target groups. From art direction to tone of voice, deployed across the media, it hit the spot with both groups: not too edgy, but not too corny either.

A lively conversation, with massive reach

An animated Facebook discussion on the merits of 'receiving' or 'working for' your own car totted up more than 500 posts, and reached more than 550,000 contacts with one Facebook ad. National newspapers and magazines picked up the story, extending the reach to a further 2.5m people.

30,000
VISITORS TO
STUDENT.MYWAY.BE

550,000
REACH OF
FACEBOOK AD

35,000
HIGHLY TARGETED
VISITORS TO MYWAY.BE

2,5 MILLION
REACHED THROUGH
MEDIA COVERAGE

NORRMEJERIER

Räddningen är här!
(To the rescue!)



Services:
Brand Experiences / Campaign
Creative Consultancy



WHY THE CLIENT HIRED US

Norrmejerier is a local dairy in the north of Sweden. And though the Swedes really like milk (OK, we actually love it) there's an increasing number of lactose intolerant customers. Our mission was to make sure that they discover and spread the message, about the new, tasty lactose-free milk. And yeah, of course make sure that they get curious enough to put it in their shopping basket.

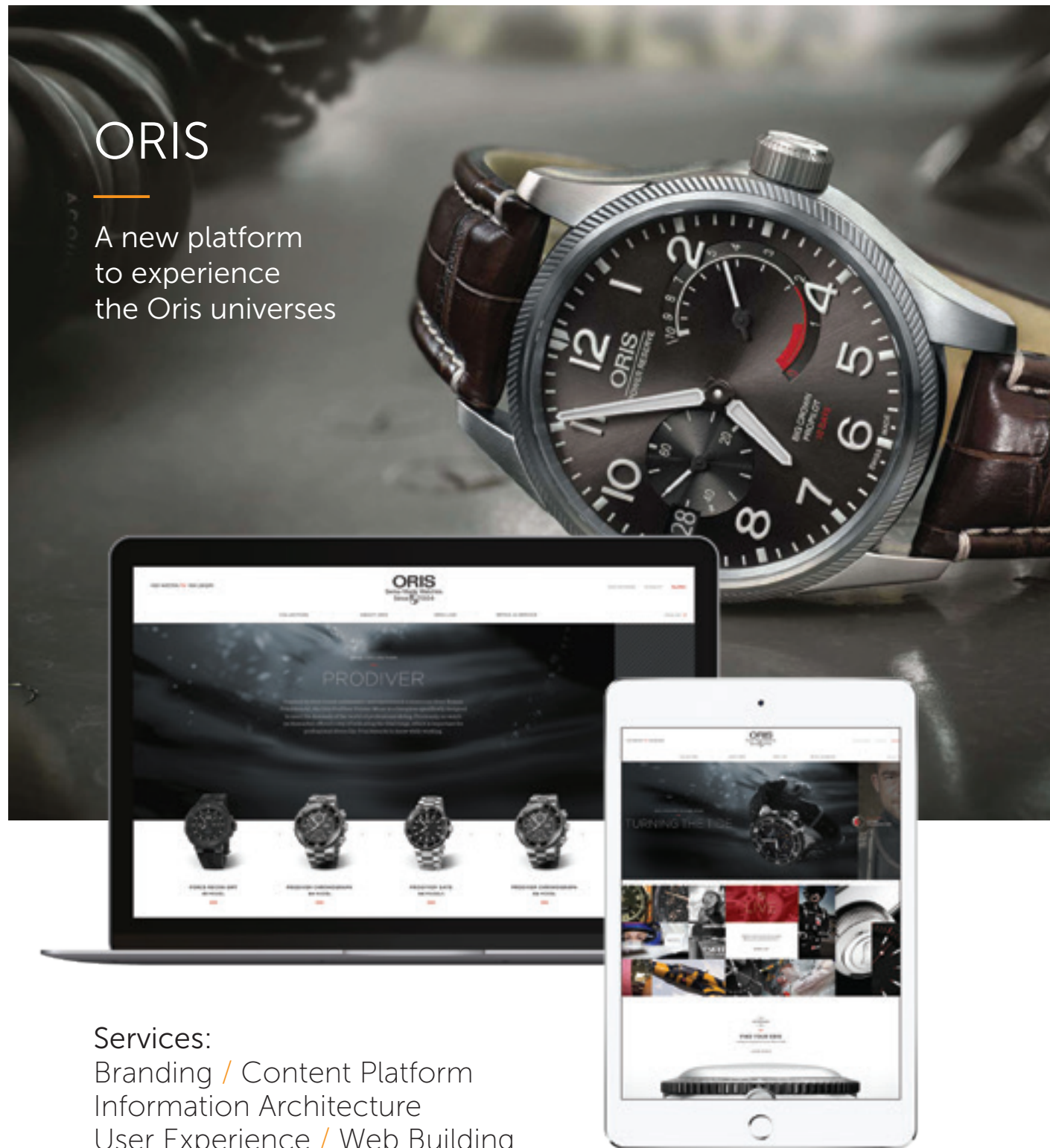
OK, SO WHAT WAS THE PROBLEM?

No one said it was going to be easy. The competitor Valio had an extremely strong position as market leader of lactose-free milk. For most, they were the obvious lactose-free choice. At the same time, Norrmejerier's reputation about lactose-free milk was really bad, and their lactose-free milk was the company's most excluded and unwanted ever. The odds weren't great, so to say.

HOW WE USED OUR BRAINS (AND HEARTS)

A new product and product design was created. And who could be better to tell the customers about this if not the milk farmers themselves? And actually, why not let them sing about it instead of talk? So, we thought it was fun to get it into a song text. We didn't care so much about their singing skills (one was actually Swedish Idol-material). But it also gave us room to emphasize the amazing taste of the new milk – without becoming unsympathetic. The music video was a viral success. Check it out on youtube.com or Spotify.





ORIS

A new platform
to experience
the Oris universes

Services:
Branding / Content Platform
Information Architecture
User Experience / Web Building

THE CLIENT

Oris has been creating luxury wristwatches in Switzerland for over a hundred years. The brand exclusively creates and produces mechanical watches that stand out thanks to their distinctive design and their famous red rotor, the Oris mechanicals' symbol. The brand is personified by elegant ambassadors

coming from different world regions and universes. Formula 1, diving, culture and aviation, they all uniquely illustrate the watchmaker's values and philosophy of performance, excellence, authenticity and independence.

THE CHALLENGE

Oris asked Emakina to reimagine its digital platform in order to make it more modern, up-to date and responsive, to enhance the user experience and design, restructure its information and beautify its products.

THE CREATIVE APPROACH

Emakina's approach was to go the extra mile in revamping the platform by marrying Oris product assets with its brand contents. The main idea was to invite visitors to discover the Oris collections while being introduced to the brand's many, rich universes. Motorsports, diving, culture, aviation: Oris has many beautiful stories to tell and Emakina saw the perfect opportunity to enhance them.



DESIGN

The design of the platform enhances the luxury side of the brand by showcasing the watches in a simple and elegant way. The brand's values of performance, excellence, authenticity and independency show through in the way the ambassadors stories are related, through the real life situations in which they find themselves. Both products and stories are harmoniously associated in this neat design.

A SUCCESSFUL RESULT

With this project, challenging on both UX and creative levels, Emakina demonstrates its ability to tell a luxury brand's story without compromising its business objectives.

OUIBUS

Successful transition
to the new brand



Services:

Brand Experiences / Campaign
Hosting Solutions / Strategy
Information Architecture
Social Media / User Experience
Web Building

THE CLIENT

iDBUS was a long-distance coach brand owned by French railway company SNCF. It wanted to fit into the bigger commercial picture for SNCF, with an expansive new identity to accompany a massive expansion in destinations. Its new name – based on the French word for yes! – was to be OUIBUS.

CHALLENGE

Having been digital partner in the creation and launch of the iDBUS service from the start in 2012, we were keen to see a successful transition to the new brand. We had developed a strong iDBUS digital platform with successful online campaigns for digital sales growth, and it was critical to keep the online customer base and strong search rankings. A staggering 80% of iDBUS customers were reserving online. The re-launch would take place with a super-tight deadline of two months and had to take place in the utmost secrecy!

REBRANDING

Our task was to re-design and reinvigorate all online communication materials, according to new OUIBUS guidelines. We updated the site in six languages and created a series of banners and newsletter to spread the word.

INTERACTIVE MAP

In response to the liberalisation of the French coach travel market, the SNCF added 170 new destinations in France. To make destination searches easier, we created an interactive map to show all possible journeys and endpoints.

SEO

The key to strong online sales is search engine optimisation. Behind the scenes, Emakina's SEO teams were hard at work to maintain the hard-earned visibility and 'findability' of the existing brand. We optimised navigation with a sound information architecture, and our user testing verified the strong SEO placement of the new brand name and destinations.

METHOD

Thanks to an efficient Scrum method with 15-day sprints, we managed a tight turnaround, in top secret conditions.

The transition

Thanks to our high-quality managed services, the IT team had an excellent infrastructure to work with.

- Planned transition: Our infrastructure architects delivered a complete detailed transition plan to be ready to face all possible evolution scenarios.
- Zero downtime migration: The migration to the new platform was achieved with zero downtime.



- Efficient adaptive infrastructure: The new infrastructure sustained the 13000 simultaneous users visiting the new website at the time of launch.
- Careful measured optimisation of the infrastructure: During the preparation phase, extensive load and security tests were run against the new website to optimise efficiency.
- Extensive application monitoring: With the help of our partner Newrelic, the operations team will be able to react to issues before it's too late.

Was the client happy? Mais, OUI!

PARROT

Life. Elevated.
Your connected experiences.



Services:

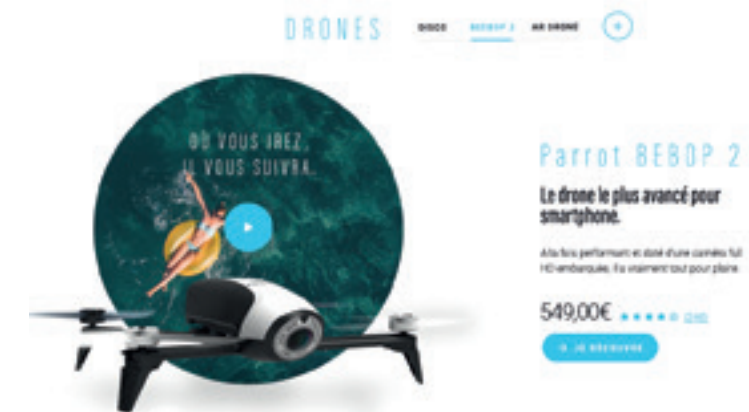
Brand Experiences / Creative
Consultancy / Direct Marketing
e-Commerce / User Experience
Web Building / Web Design

DNA

Constantly looking towards innovation, drone, headphone and connected plant pot manufacturer PARROT imagines and designs high tech products that offer never-seen-before experiences. PARROT is committed to giving technology meaning in order to connect it to awe-inspiring emotions.

CHALLENGE

Emakina supports PARROT in its international digital transformation strategy. PARROT needed a partner like Emakina to overhaul its international digital platform, e-commerce and CRM flow.



STRATEGY

It takes more than a good e-commerce website to succeed. Interactive, inspiring and addictive experiences are essential in order to value users (don't say 'customers') and their engagement.



EXPERIENCE

Emakina built the first easy and smart brand experience that gives as much value to its users and their uses as it gives its products. This emotional approach needs positive, human notes dotting the brand experience, reflecting life stories and knowledge while highlighting a premium high-tech brand.

DESIGN

Emakina designed a website reflecting PARROT products' image, covering 29 countries and 5 languages. Products that combine ease of use and pure, light design. Beautiful objects that put smiles on faces and offer knowledge to their users.



RESULTS

In only a few months Emakina designed, produced and deployed a new cutting-edge e-commerce ecosystem. The new platform in five languages (German, English, Spanish, French and Italian) covers 29 countries across two geographical areas, Europe and North America.

Discover the website:
parrot.com



POL – APB (PHARMACIE ON-LINE)

A healthy prognosis



EMAKINA
INSIGHTS & CONSULTING

Services:
Qualitative Research

THE CLIENT

The POL – APB (Pharmacie On-Line) defends the interests of Belgian independent pharmacists. It offers services and tools to support its members in their daily business, as well as researching and analysing new services that could contribute to better public health.

TESTING THE PULSE OF ONLINE SERVICES

The POL wanted to develop an online platform where its pharmacists could each have their own page and e-commerce operation. Here, each pharmacy's patients could search for information, order medicine and contact their local pharmacist. Our mission was to determine whether patients are ready to adopt this kind of innovation.



OUR APPROACH

To understand patient needs and their expectations of the pharmaceutical world, we organised focus groups in Wallonia and Flanders. We discussed various themes with these patients: their habits and health needs, thoughts on pharmacies today and in the future, and feelings around buying goods (including medicine) online.

The participants were then asked to give their opinions on different platform prototypes.

A USEFUL TOOL

It turned out that users were at first sceptical about purchasing medicine online. Then, after taking a closer look at the platform and its functions, they agreed that it would be a useful tool. We also gathered insights around what patients want from tomorrow's pharmacy: it should have a more digital approach yet maintain some personal contact with the real-life pharmacist. The results confirmed that patients are aware that the pharmaceutical world must change in this direction and are ready to take that step as well.

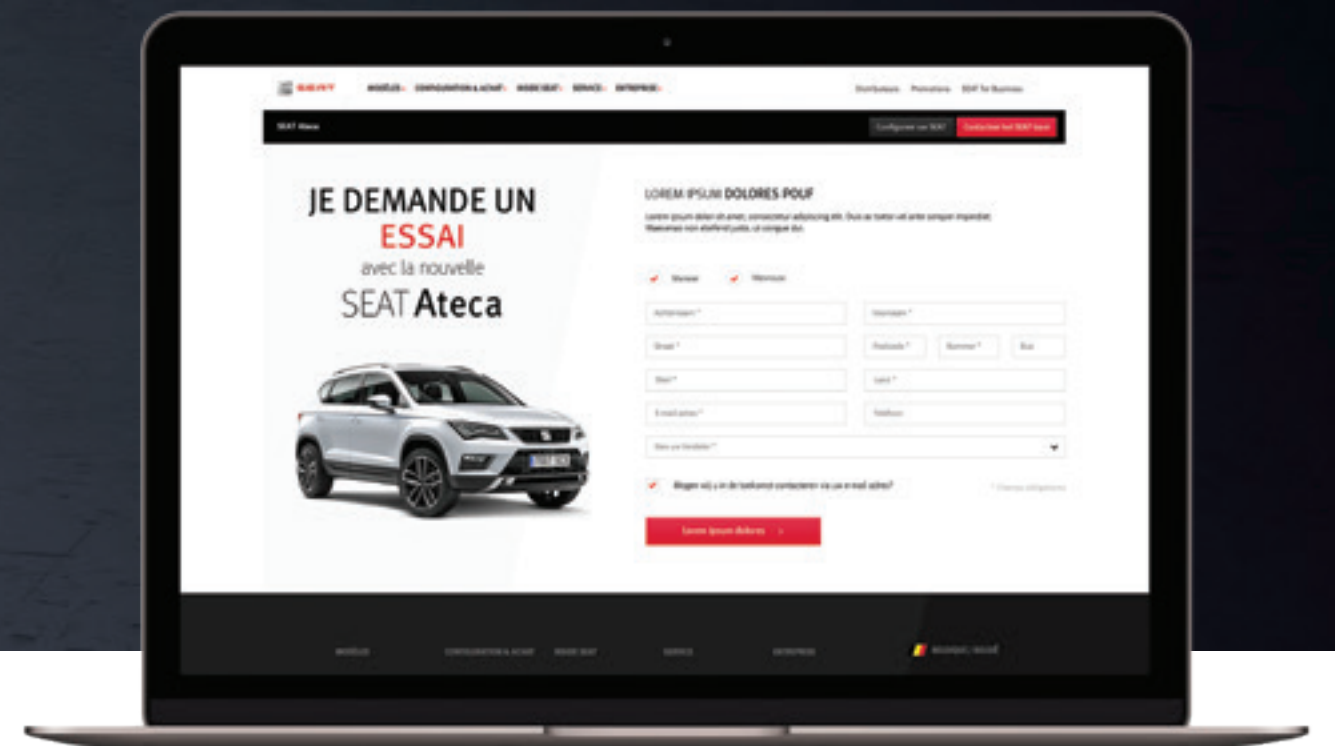


SEAT ATECA

Content strategy & personalised CRM flow

THE CHALLENGE

To draw attention to the launch, SEAT wanted to organise and promote a competition with the prize of a one-day road trip with the Ateca. The data provided by participants in the competition needed to be collected for a joint marketing effort with other agencies.



Services:

Brand Experiences / Campaign / Direct Marketing
IA / Strategy / User Experience / Web Building



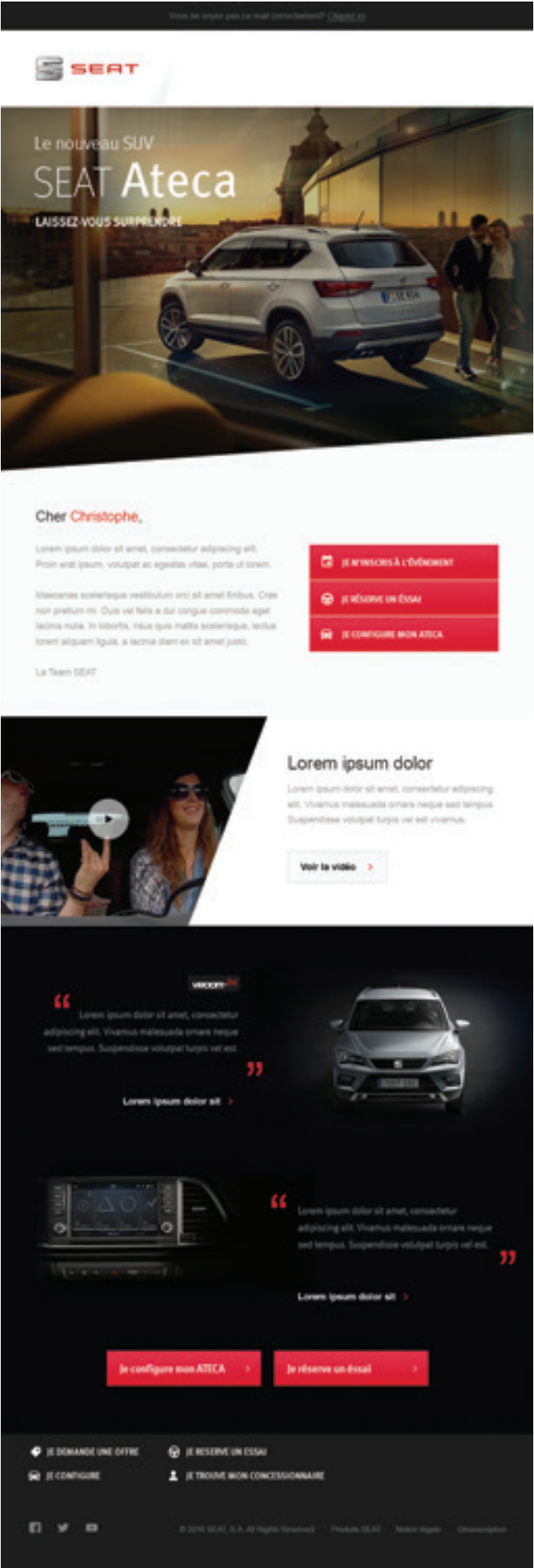
SEAT

THE CLIENT

SEAT is a major automotive company whose cars include the Ibiza and the Leon. It recently launched a campaign for its first SUV, the SEAT Ateca.

THE SOLUTION

In a world where customers see hundreds of commercials, creating content that will draw the attention of potential buyers is crucial. Emakina needed to develop a strategy based on relevant content to promote the brand. So, the launch of the very first SEAT SUV was supported by a three-phase campaign (prelaunch, launch and post-launch). Our CRM strategy team came up with a personalised CRM flow that took into account customers' historical interests too.



A taste of the Ateca

Many events were also organised around this launch. The idea was to offer grocery shoppers a test drive and encourage them to take part in our competition. These actions provided us with valuable prospect data.

Creation of a contest

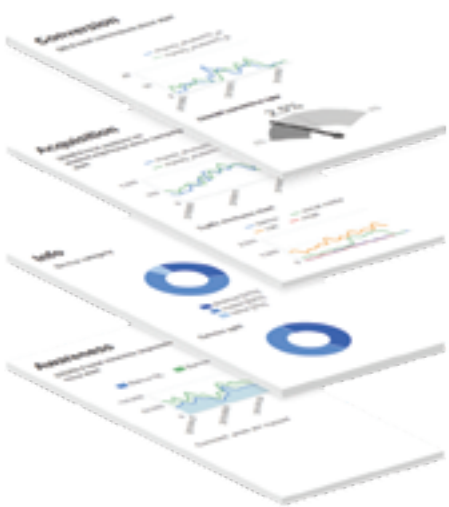
In order to take part in the contest, customers simply had to fill in a form with their contact details and answer a subsidiary question. The people who provided the best answer were offered a one-day road trip aboard the SEAT Ateca. We were in charge of the wireframes proposition for the contest subscription page and form as well as HTML slicing and insertion in the CMS.

The technical challenge

The dealers' events and subsidiary questions were quite complex to handle since each dealer had different events on different dates, for several months. Another challenge was the list of dealers that changed during the campaign and the dates of the events that were regularly adapted.

Supported by a well thought-out CRM Flow

Emakina's CRM strategy team came up with a personal-ised CRM flow to support the contest. The idea was to create a flow where every content block in marketing emails was based on customers' previous interests. These personalised emails were the main strength of this project. The relevance of the content was key to keep the public interested, even after the competition.



SEGWAY

Europe's platform for
the transportation of today



THE FUTURE IS HERE

There you go: whizzing to work like a Jefferson. Standing up straight, motionless, driving on instinct, intuitively steering with the subtlest of moves. Without a minute of training but with military precision and the refinement of a prima donna. Sounds like the future? If you're from a generation that went to school on a moped, sure. But something is in the air, according to Segway. A new standard is on its way. And in order to establish a solid platform for its revolutionary products – and claim its position in Europe – Segway chose Emakina to be its Full Service Agency EMEA.



A SEGWAY IS NOT A GADGET – NOT ANYMORE

Segway's brand new platform by Emakina was built around a world in which a Segway is a very normal, day-to-day thing. We thought: when you outgrow the early adopter stage, the technical specs should not be the main message. Instead, you want to appeal to a broader audience and show them how you would fit into their aspirational lifestyles. And in Segway's case, that varies according to its different products

Services:

Brand Experiences / Creative Consultancy
e-Commerce / IA / User Experience
Web Building / Web Design

THE RIDE THAT SUITS
YOUR PURPOSE

What can you do with a Segway? Who is it for? Not simple questions, because a Segway does different things for different people. In your own time or at work, in the city or at the countryside: it's all possible. Daredevils pick the ONE S2 for high-speed acrobatic stunts. Or are you looking for a reliable, sustainable workhorse? Then there's the sturdy x2 SE with off-road profile tires. Emakina developed a platform that focuses on niche communication to all different target groups and users within Segway – like agricultural users, commuters and young people – making the platform unmistakably Segway but with clear yet subtly sub-branded product detail pages.



ALL WORK OR ALL PLAY?

To buy yourself a Segway or to get one for your business makes quite a difference. But one platform for both B2B and B2C is possible. The new Segway platform is all about the benefits – whether that means getting more out of your spare time or doubling your production on the work floor by moving faster. Specialised product detail pages make it clear in a glance where on the platform you need to be. You will know within seconds what a product can do for you, whether that is something you need, and where you can get one closest to you.

A SOLID BASE

The new platform is an ideal starting point for further growth in Europe. The platform went live in 52 countries and in 13 languages. The entire platform was delivered – from concept to high quality, responsive, scalable and modular platform – within four months.

THE LUXURY COLLECTION

Experiencing the luxury in digital



Services:

User Experience / Web Building / Web Design

CONTEXT

The Luxury Collection offers a unique and curated collection of very special places. Moreover for these special guests, The Luxury Collection also enriches the travel experience with unique cultural and culinary adventures.

DIGITAL EXPERIENCE

Our challenge was to strengthen their online presence, to match the opulence of the real travel experience. The online presence needed to measure up to the excellence of The Luxury Collection, providing a teaser for prospective guests, drawing them into a world of pleasurable indulgence, that they will want more of.

AN ABSORBING ESCAPE

The online experience we created, is filled with visuals, video and new editorial content, translates their brand's message 'Life is a collection of experiences' into an invitation: 'Let us be your guide through a real digital experience'. It reinforces the positioning of the brand, and relates to customers and prospects in a very intimate way.

Rather than focus only on a single hotel within the portfolio, through the website users get a glimpse of the beauty and culture of the destination in which the given hotel was located. More than just a place to stay, it's a place to discover.

NAVIGATION

With a matrix of vertical scrolling pages providing an overview and horizontal scrolling for more depth, the explorers have a seamless experience.

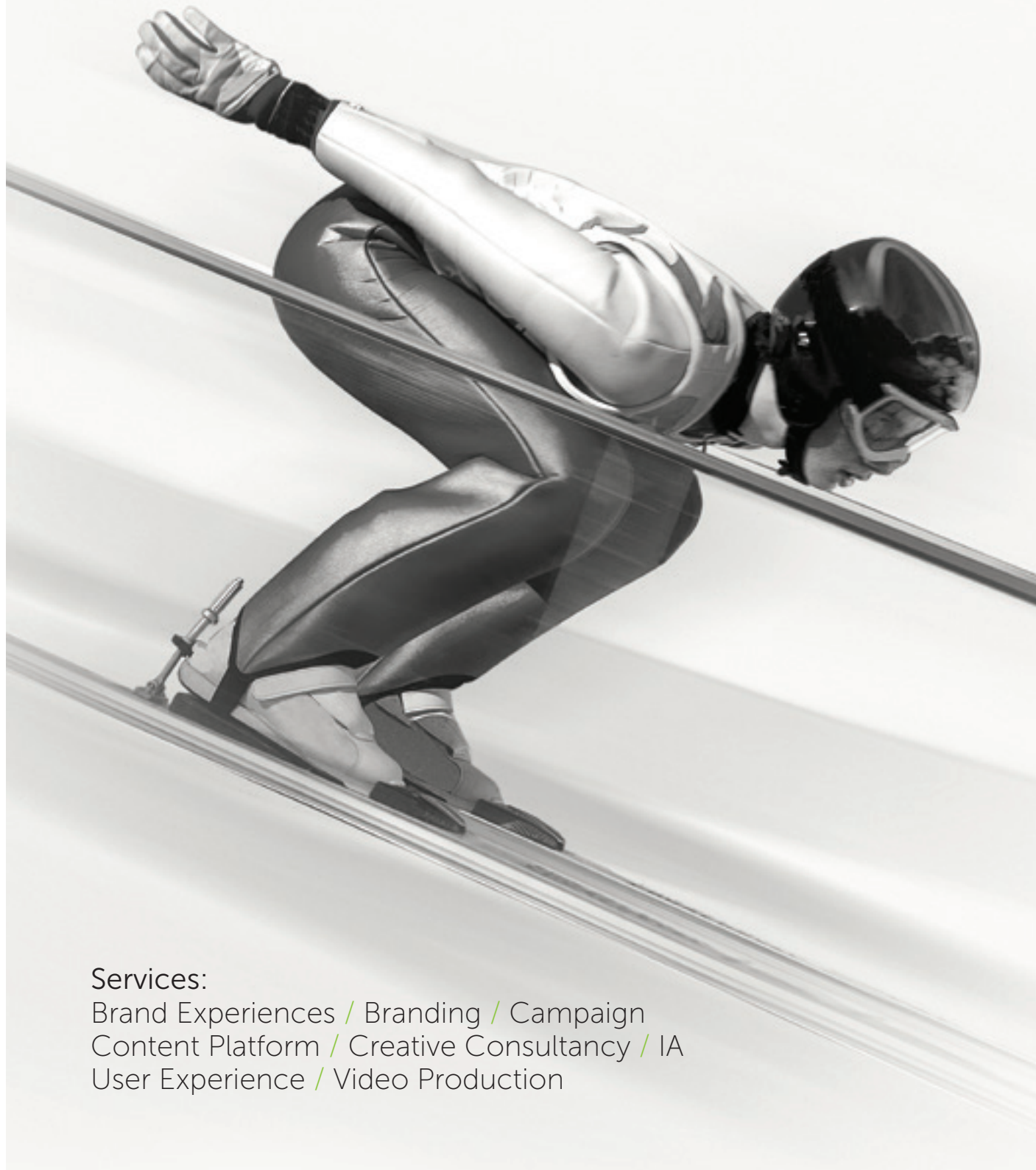
TECHNOLOGY

With the help of great technologies the collection came alive.



UBP

A new corporate identity for
Union Bancaire Privée



Services:

Brand Experiences / Branding / Campaign
Content Platform / Creative Consultancy / IA
User Experience / Video Production



UNION BANCAIRE PRIVÉE



THE CHALLENGE

Union Bancaire Privée is one of the major Swiss wealth management banks for private and institutional clients. Since its creation in 1969, it has communicated in a traditional way, solely around the banking service provided by the institution. But it wanted a new mode of communication to respond to clients' changing expectations. Emakina was commissioned by UBP to help evolve its identity and better match modern demands.

THE POSITIONING STRATEGY

From the start of the project, the challenge was to define UBP'S identity and image among the public and its partners. After a series of interviews, Emakina proposed a positioning strategy enhancing a stable, dynamic, securing and controlled environment for a bank that is today a reference point within its market. This strategy is reinforced by imagery, word choice, tone and a set of values that forms a strong basis for all corporate creations.

TAGLINE

Emakina also worked on tangible ways to express this new positioning and identity. Firstly, the agency proposed the new tagline "The drive you demand", highlighting the ambitious personality of the bank and its partners, the exacting nature of clients and the trust-based relationship with them.

VISUAL KIT

Secondly, Emakina produced a comprehensive set of visual identity guidelines (a charter, Powerpoint templates, and Photoshop guidelines) and a visual environment related to sports. This interpreted the new brand tagline in terms of enhancing performance, mastery, rigor and dynamism.



INTERNAL & EXTERNAL CAMPAIGN

Thirdly, Emakina created a brand manifesto, a corporate film and an internal campaign promoting UBP's new identity and bringing together its partners to share these strong values. This internal support is all the more essential in a world where bank advisors are the most important representatives of the brand.

In addition to this internal campaign, Emakina developed external communication tools (corporate leaflets, pop-up stands, product sheets and material for conventions) to unfold the new identity for the bank's clients.



EXPRESSING A NEW IDENTITY

This project allows UBP to go beyond its traditional status as a private bank. With this new corporate identity, UBP has seized the opportunity to reaffirm its authority and leadership, while keeping a stable "client service" philosophy.

VW-SOCIAL

Social Media Management on cruise control



Services:

Brand Experiences / Campaign / Content Platform

THE BEST PILOT DESERVES THE BEST COPILOT

Like a car on cruise control, Volkswagen's Belgian digital strategy has been driven by Emakina for 15 years. D'Ieteren, which imports the popular German car into Belgium, had no qualms about handing over the wheel to Emakina for websites and marketing campaigns with champion results, and felt the same when it came to managing its social media strategy as well. D'Ieteren's aim was to create a community of fans that would cheer on the latest Volkswagen models and innovations, increase awareness and convert this interest into test drives and sales.

This meant revving up marketing strategy, creating websites, mobile applications, competitions, customer relationship management, copywriting and translation to flag up the world's largest car manufacturer online.

IT DRIVES LIKE A CHARM

Social media is a realm full of bends and trends, and Emakina adapted its strategy at every turn, imprinting Volkswagen's iconic stamp across Facebook, Twitter, LinkedIn and Instagram. Community management, conversation management, social media ad campaigns and monitoring of all channels: Emakina is an all-terrain machine.



'WHAT'S YOUR VOLKSWAGEN STORY'

Benefitting from the brand's iconic position in the public's general unconscious, Emakina thought up the #vwfanpic campaign. This encouraged Volkswagen lovers to post and tag their own pictures of iconic cars in unusual places on Instagram or Facebook. We created engaging Facebook posts for the VW Belgium page, sometimes putting a kid at the wheel of a toy VW and asking: 'When you learnt to drive, was it at the wheel of a Volkswagen?' Sometimes the message was a simple 'Happy Weekend, Volks!' post.

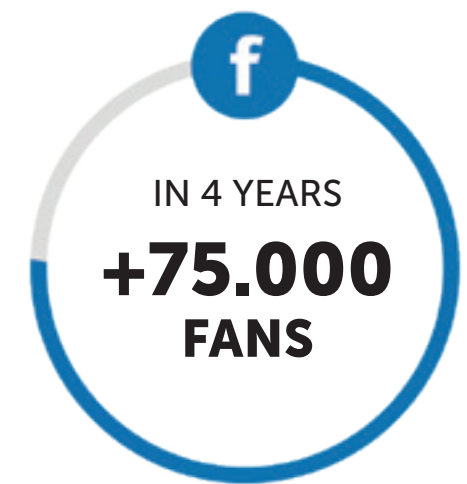
ON THE DIGITAL FOREFRONT

Emakina wanted to give users the best possible experience, so customer care was another priority for social media. Our team – on behalf of Volkswagen and D'Ieteren – responded to questions and problems on social channels in a fast and efficient way to smooth any friction: in this day and age, community managers are at the forefront of user experience and satisfaction.



CONVERSION

The challenge was to create an engaged community, so we constantly measured our campaigns, adjusting them to gain maximum traction with the audience. Many of our competitions or events offered a test drive to find out about Volkswagen innovations hands-on... and convert more triers into buyers. This was made all the more efficient by the fact that Emakina manages Volkswagen's website as well as the mini-sites designed and built for special occasions such as motor shows and the release of new models.



AN EFFICIENT JOURNEY

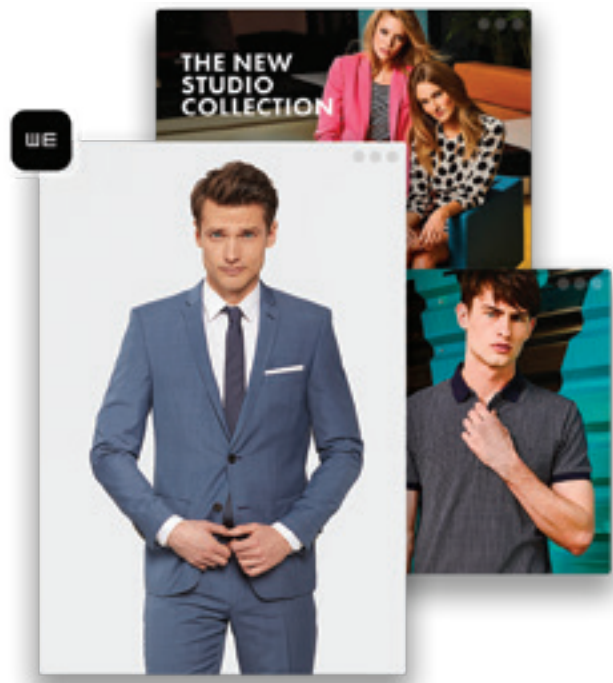
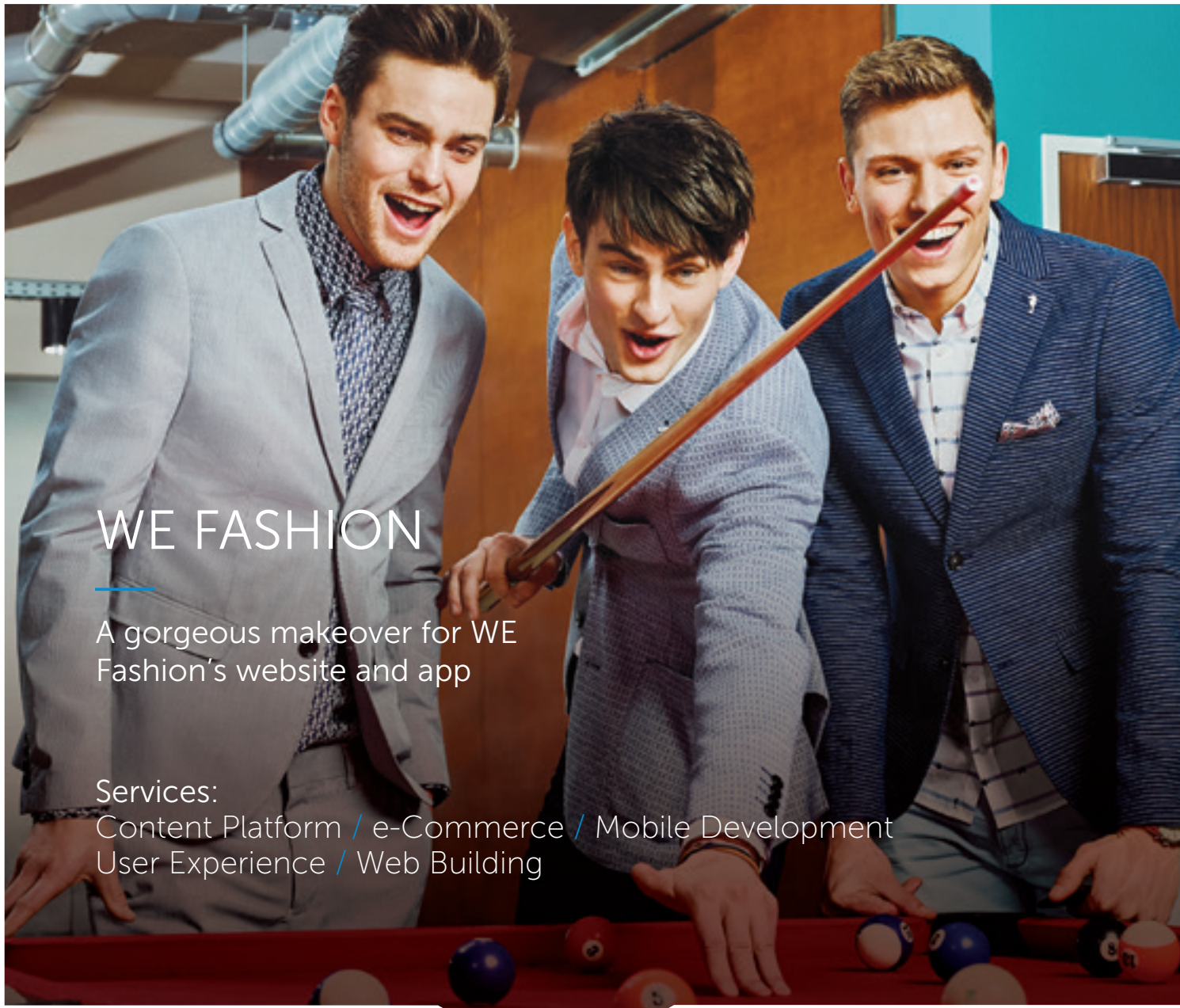
The years have gone by but D'Ieteren's relationship with Volkswagen lovers is still showroom-fresh, thanks to Emakina's smart and adaptive customer campaigns. In four years of social media management (from 2012 to 2016), Emakina turned 75,000 Facebook followers into 150,000 faithful fans. Like the best cars, the community we created is responsive, there's room for everyone and there's no need to stop by the shop after every bump in the road.

WE FASHION

A gorgeous makeover for WE Fashion's website and app

Services:

Content Platform / e-Commerce / Mobile Development
User Experience / Web Building



WE WAS IN NEED OF A STRONG ONLINE PRESENCE

WE Fashion produces in-house whenever it can, creating its own collections, marketing, advertising and store concepts. Doing so, the Dutch clothing company has been growing successfully over the last decade. With its expansion to seven countries and online demand rapidly increasing, WE needed an expert to help with its digital communications. This is where Emakina came in.

A STRONG FOUNDATION

The sheer size and complexity of the organizational structure behind an e-commerce platform, linking to varying collections in over 240 physical stores across seven countries, formed the biggest challenge.



INNOVATIVE NEW FEATURES

Some exciting new updates we implemented together were a new checkout, improved payment facilities and a renewed inventory publication on the website. With a renewed and fresh new platform, WE could confidently step into the future of e-commerce.

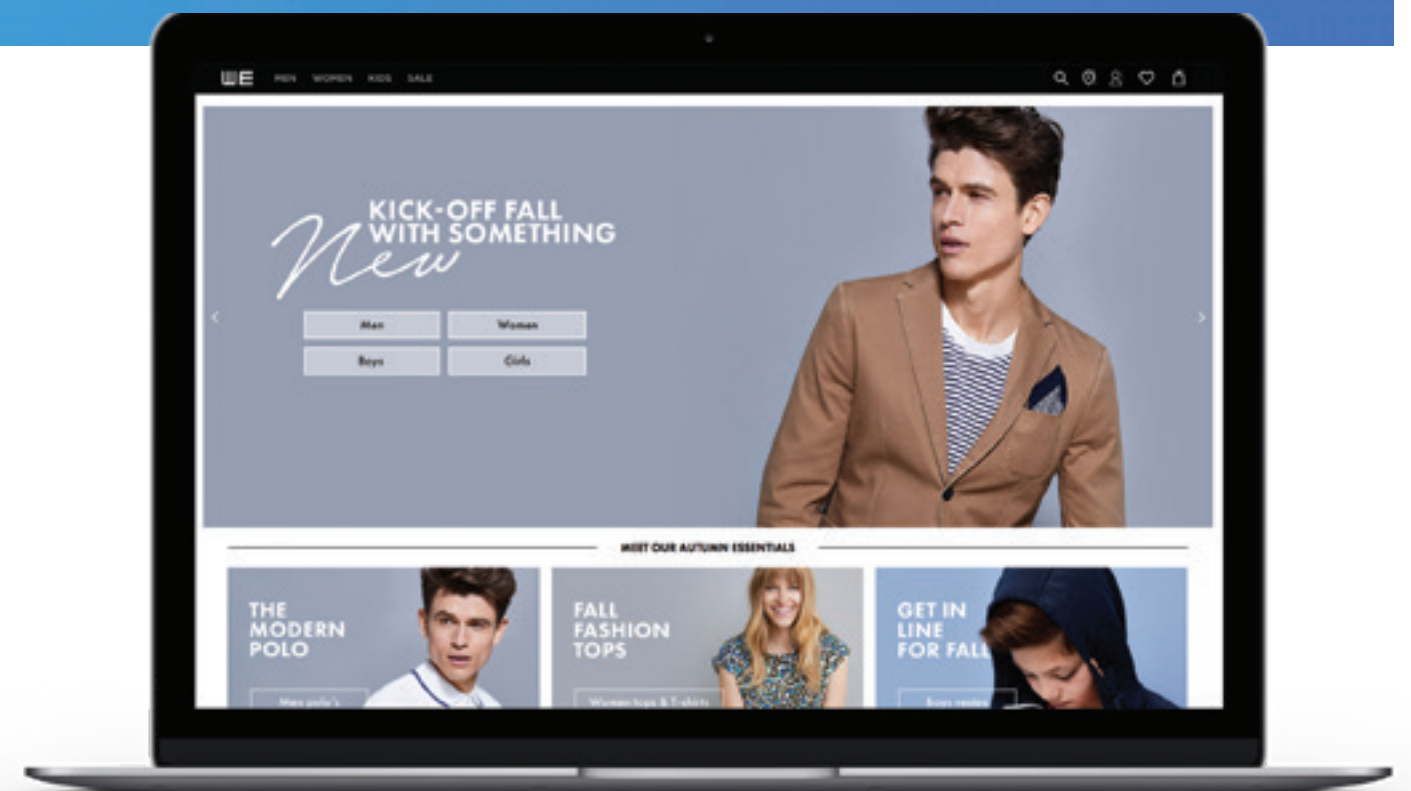


The app was improved for both Android and iOS, adding personalised features like the customer card and on- and offline receipt storage.



WE now has a state of the art platform across 7 countries; with visitors and conversion increasing and revenues going up.

Reinforcing WE's platform – as well as their app – involved the building of several completely new features and a comprehensive omni-commerce framework. In the end, we were aiming for a strong foundation: a flexible and reliable platform that performs like a dream.



WOLFORD

A sheer digital metamorphosis

Services:
Brand Experiences / Campaign
Creative Consultancy / Content
Platform / e-Commerce
Hosting Solutions / Strategy
User Experience / Web Building
Web Design

BEST FOOT FORWARD: THE MARKET LEADER IN LUXURY LEG AND BODYWEAR

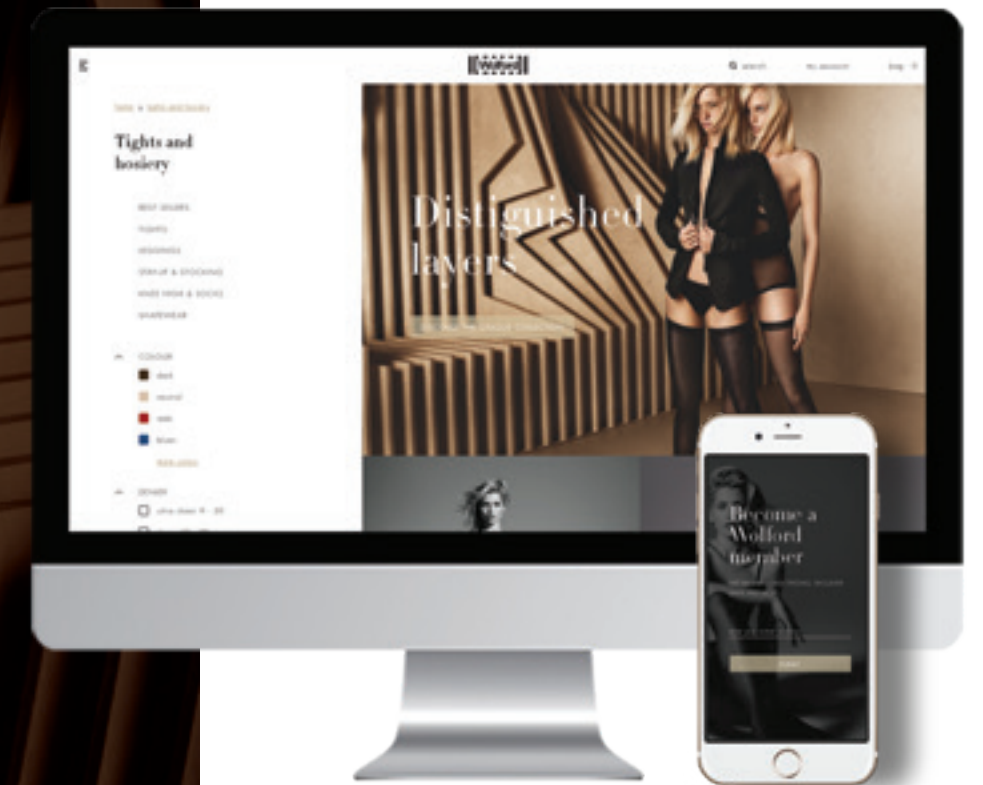
With 269 shops in more than 60 countries, Wolford is a world-leading label in luxury legwear, lingerie, 'ready-to-wear' clothing and shapewear. The many-dimensional brand makes timeless classics and modern fashions – for example, designs by one-of-a-kind Karl Lagerfeld, and radical creations from style icon and queen of punk Vivienne Westwood.

BEAUTIFUL, EXPANSIVE PHOTOGRAPHY

What defines a brand? In the case of Wolford, less is more. The beautiful photographs needed to speak for themselves, expanding across the whole width of the screen.

It was over to our front-end developers to make what would otherwise have been a tricky design, light and responsive. They achieved this with flair.

Read the story behind this work in development case.



A COMPLETELY NEW DIGITAL OUTFIT

Wolford wanted a complete digital makeover, with help from Emakina. The transformation ran from brand strategy, user research and user experience to graphic and interaction design and development. The result was a slick new B2B platform, and completely redeveloped B2C e-commerce site.



B2B VS. B2C

We decided to build the B2B and B2C platforms from one system, for efficiency, using Salesforce Commerce Cloud. Both platforms breathe the Wolford brand, with its characteristic sense of detail and quality. But they still manage to be entirely different websites, each absolutely focused on its own market, functions and target group.

SHAPING THE B2B SITE

Just imagine this: thousands of different products, available to order worldwide in 18 different colours and at different price points. Emakina built a secure and user-friendly platform where orders that all used to be made offline can now be placed via the internet, as easily as slipping on a stocking.

THE PERFECT FIT

There was no need for anybody to pull their socks up: Emakina delivered the project on budget and within strict time limits. Just as planned, the website was launched successfully in 28 countries.

“ We were impressed by the strategy and creative direction of the pitch, and the efficient way that Emakina has delivered these things in its recent work. Wolford is a showcase global brand in the luxury legwear segment. To stay on top of our category, we have a strong focus on quality and continual innovation. In Emakina, we have found a partner that lives by the same values, to help us in our digital transformation.

Ashish Sensarma
CEO of Wolford



WU VIENNA

WU VIENNA CRM system for Europe's largest university of economics and business

Services:
Content Platform
Direct Marketing
User Experience

WU
WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS



THE PROBLEM

The Vienna University of Economics and Business has more than 23,000 students and approximately 2,300 employees. About a quarter of the students come from abroad, which means triple accreditation: EQUIS; AACSB and AMBA. The WU Vienna wanted to meet these requirements with a new intuitive CRM system that automates workflows. It preferred a solution based on Microsoft Dynamics CRM, implemented by Microsoft Gold Partner k.section, part of Emakina.

TRUSTED MICROSOFT SOLUTIONS

The previous system was neither web-based nor very intuitive and it was also out of date. Microsoft Dynamics CRM compensates for these deficiencies and meets the WU's specific requirements thanks to its high flexibility. It was particularly suitable as the university had other Microsoft products such as Windows, Office, Exchange and SharePoint, while its Executive Academy had been using Microsoft Dynamics CRM for the previous two years.

DATA CLEANSING AND MIGRATION

The data migration also included data cleansing. The aim was not only to import the data from the previous system into Dynamics CRM but also to remove duplicates in order to get a clean data set. Thanks to the expertise of k.section, part of Emakina, everyone involved was able to be proactive and contribute their ideas on how to further improve processes.

EFFECTIVE COOPERATION

Although the implementation was done under pressure because of the outdated previous system, it happened rapidly and smoothly in close cooperation with the WU. The new system is used mainly by the marketing and communication department and the alumni club to maintain contacts, manage event invitations, and organise sponsoring. These tasks can now be managed much more efficiently thanks to the new, efficient CRM system.

ZBD & VECOS

Roadworthiness certificate database meets 'Sticker 2.0'



Services:
Brand Experiences / IA / User Experience
Web Building / Web Design

NEW AMENDMENT TO AUSTRIAN MOTOR VEHICLE LAW

According to this law, from 1st October 2014 roadworthiness certification processes must be fully documented and traceable. To achieve this a central roadworthiness certificate database was created. It is connected via interfaces to the authorized inspection and assessment centres, as well as to the relevant states and authorities.

CENTRAL ROADWORTHINESS CERTIFICATE DATABASE

The aim of this database is to document the delivery and history of certifications and to ensure that they are issued only by authorized people. The underlying database was developed in cooperation with Emakina, as well as the interface for internal management and the information page www.zbd.co.at. The administrative bodies and registration offices are connected via interfaces.

LIFE CYCLE OF A CERTIFICATE

The internal web application was designed with CSS Framework Bootstrap and maps the entire 'life cycle' of a roadworthiness certificate - from the order placement and issue by the competent authority all the way to certification. The database also includes details such as vehicle and authorized driver information, test values, braking performance and exhaust emissions, all of which can be viewed and traced at any time.

SPECIALLY DEVELOPED SOFTWARE

Additionally, Emakina and ZBD transformed the vehicle inspection process by developing unique software called VECOS. VECOS (Vehicle Control System) is a web-based, forward-looking and intuitive piece of software for workshops and facilities to inspect all categories of vehicles and enable real-time data collection during the vehicle inspection, providing a basis for the 'Sticker 2.0'.

SIMPLER INSPECTION PROCESSES

The aim of VECOS is to properly map the digital processes of certification. This means simplifying and digitizing heavy inspection processes and complex calculations, enabling data to be entered freely but also offering exact calculations and automatized processes. This software is free for companies officially approved by the Austrian Federal Ministry for Transport, Innovation and Technology.

vecos
vehicle control system



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