



[WWW.CALGIANT.COM](http://WWW.CALGIANT.COM)

Submission for 2015 HubSpot Impact Award Website Design of the Year

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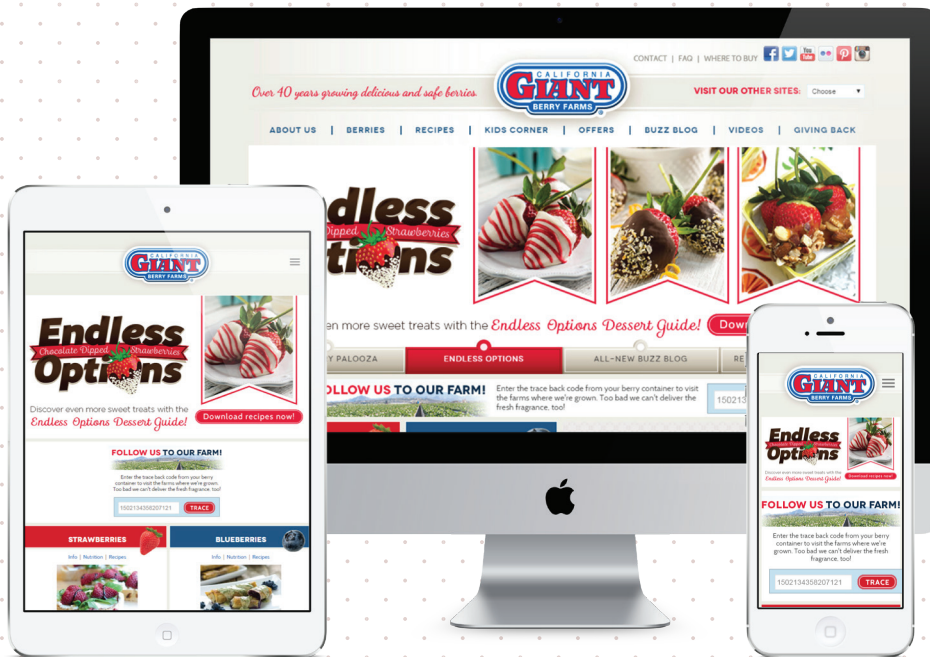
## CALGIANT.COM

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# CALGIANT.COM OLD/NEW SITE OVERVIEW



THE OLD SITE



THE NEW SITE

# OLD SITE

HOME PAGE: ABOVE THE FOLD

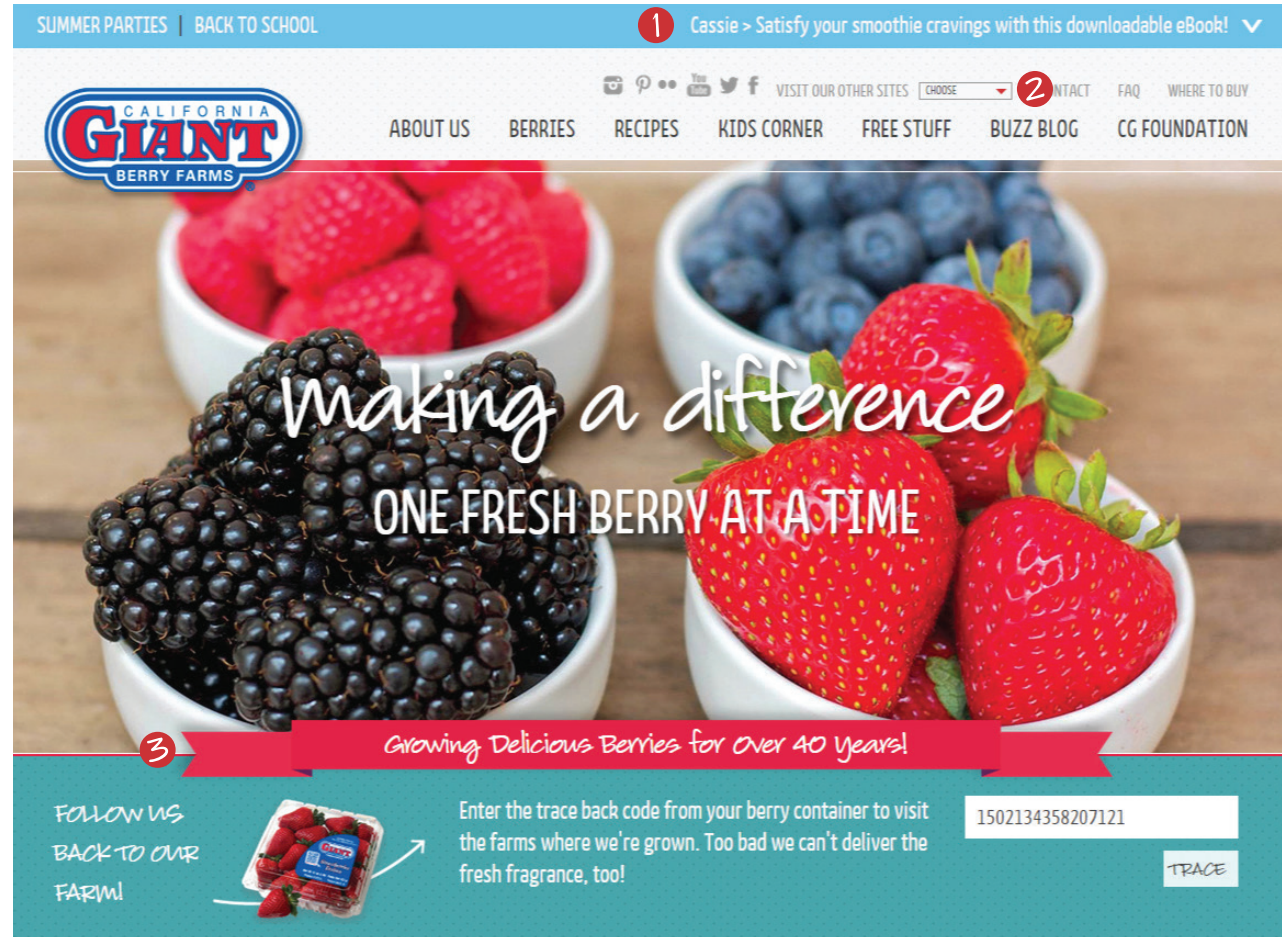


1. Personalized greeting & expandable SMART CTA
2. Drop-down to visit Cycling, Trade and Food Safety sites
3. High impact imagery & company mission front and center

# NEW SITE

HOME PAGE: ABOVE THE FOLD

CLICK TO VIEW THIS PAGE LIVE



# NEW SITE

HOME PAGE: BELOW THE FOLD #1

1. Highlighting 4 berry types
2. Featuring popular recipes for each berry type

CLICK TO VIEW THIS PAGE LIVE

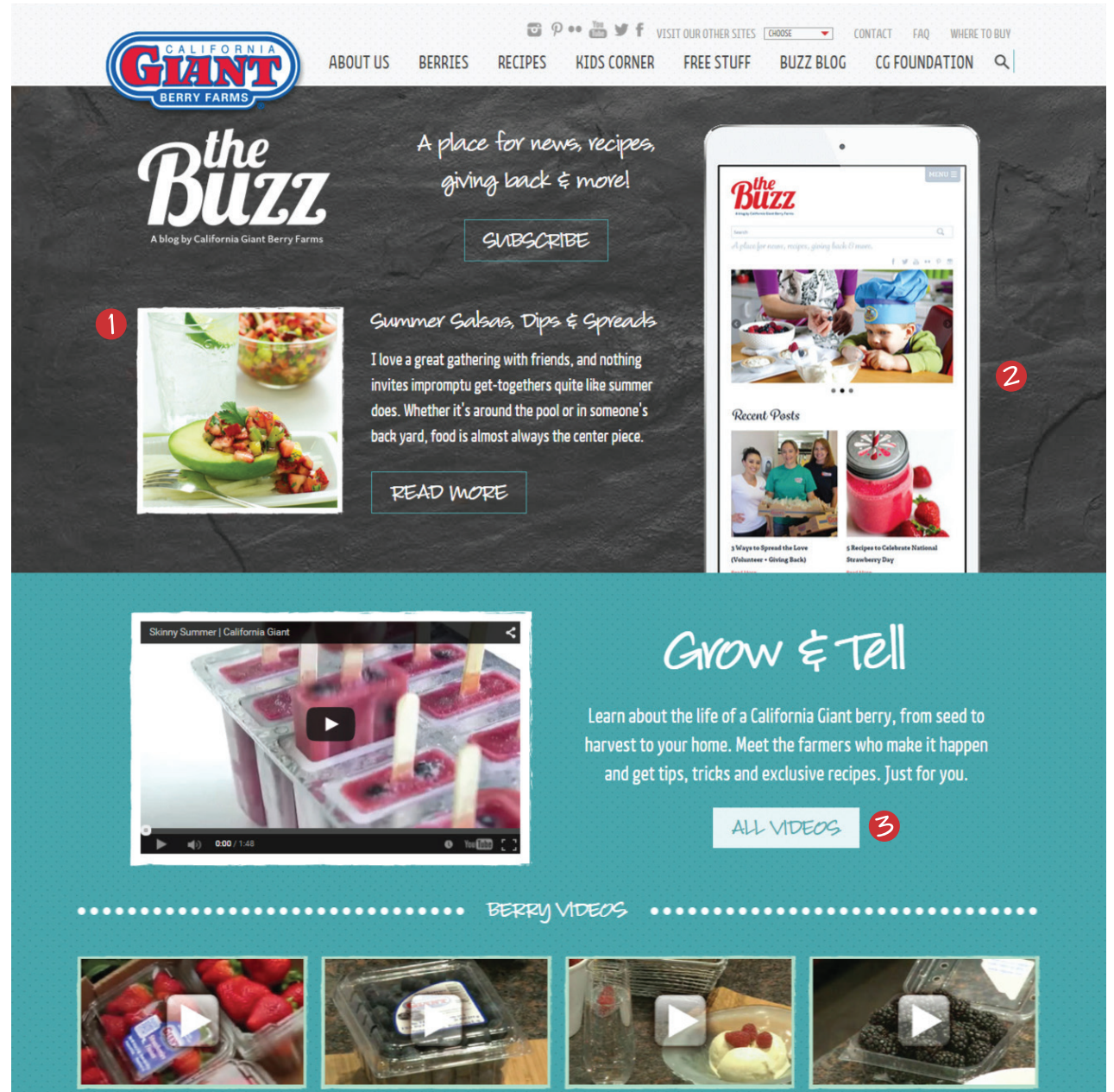
The screenshot shows the California Giant Berry Farms website. At the top, there is a navigation bar with the logo and links for ABOUT US, BERRIES, RECIPES, KIDS CORNER, FREE STUFF, BUZZ BLOG, and CG FOUNDATION. There are also social media icons and a search bar. Below the navigation, there are four images of berries: strawberries (marked with a red circle '1'), blueberries, blackberries, and raspberries. A blue checkmark icon is positioned below the blueberry image. To the left of the blueberry image is a teal callout box with a plus sign and the text: "More manganese, please! This mineral converts proteins, carbs and fat into ENERGY... and blues are full of it!". To the right is a circular image of a Blueberry Basil Lemon Meringue Pie. Below this pie image is the text "Blueberry Basil Lemon Meringue Pies". At the bottom, there are three circular recipe thumbnails: Blueberry Panzanella Lettuce Cups (marked with a red circle '2'), Blueberry Brownies, and Blueberry Goat Cheese Pizza.

# NEW SITE

HOME PAGE: BELOW THE FOLD #2

CLICK TO VIEW THIS PAGE LIVE

1. Featuring the latest blog post
2. Parallax scrolling
3. Library of 30+ videos



# NEW SITE

HOME PAGE: BELOW THE FOLD #3

CLICK TO VIEW THIS PAGE LIVE

1. CTA for relevant offer
2. Reminder of company mission
3. Parallax scrolling
4. Social engagement

The screenshot shows the California Giant Berry Farms website. At the top right, there are social media icons and navigation links: "VISIT OUR OTHER SITES" with a dropdown menu, "CONTACT", "FAQ", and "WHERE TO BUY". Below these are main navigation links: "ABOUT US", "BERRIES", "RECIPES", "KIDS CORNER", "FREE STUFF", "BUZZ BLOG", and "CG FOUNDATION". The main content area features a large banner for a recipe book titled "RECIPES FOR A HEALTHY LIFE". The banner includes the California Giant logo, a photo of a man and a child, and text: "Just as the title says, this downloadable book is overflowing with fresh berry recipes to perfectly complement an active, healthy lifestyle." Below the text is a teal button that says "LET'S GET HEALTHY". To the right of the book cover is a collage of images showing fresh berries in bowls, a smoothie, and a bowl of yogurt. Below the banner is a large image of hands holding a basket of strawberries, with the text "Making a difference with responsible growing practices" and a teal button "FIND OUT MORE". At the bottom, there is a row of four small images: a basket of blueberries, a close-up of a berry, a bowl of mixed berries, and a hand holding a berry.

1 *Recipes for a Healthy Life*

Just as the title says, this downloadable book is overflowing with fresh berry recipes to perfectly complement an active, healthy lifestyle.

LET'S GET HEALTHY

2 *Making a difference*

3 with responsible growing practices

FIND OUT MORE

4

# OLD SITE

## RECIPE LANDING

1. Larger thumbnails
2. Dropdowns for ease of navigation

# NEW SITE

## RECIPE LANDING

CLICK TO VIEW THIS PAGE LIVE



# OLD SITE

## RECIPE PAGE



1. High-impact imagery

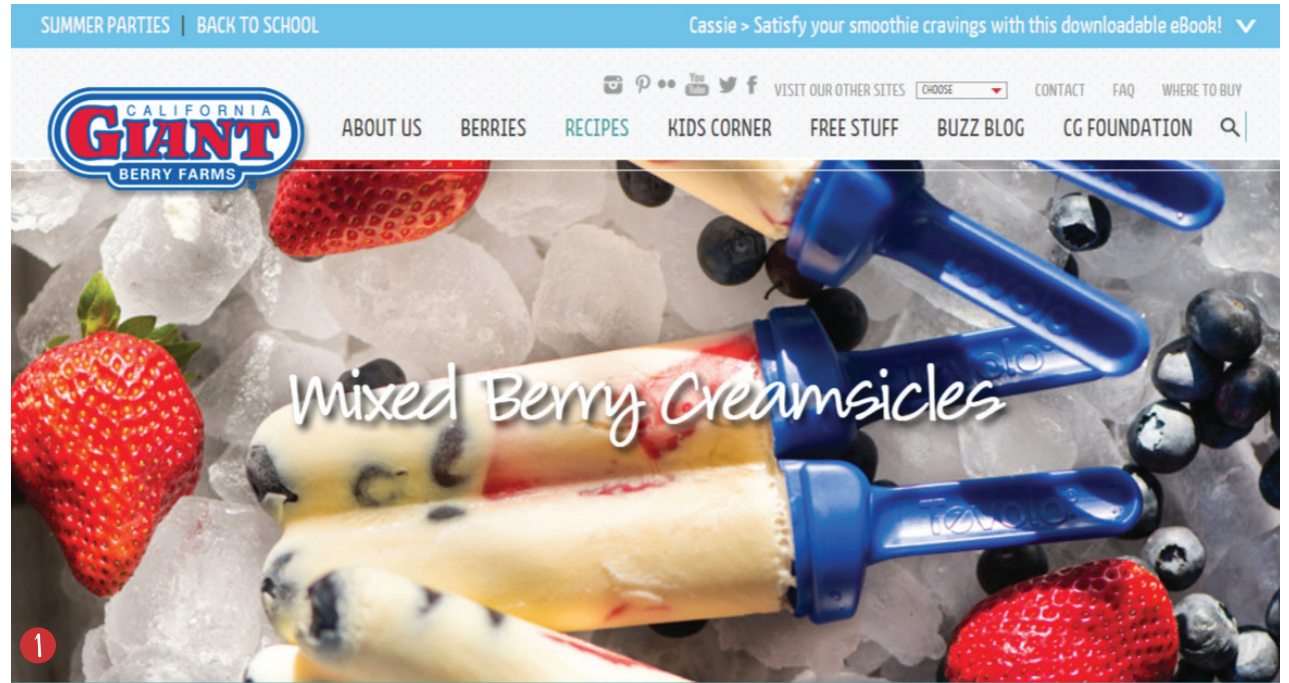
2. Valuable information for each recipe

3. Embedded instructional video

# NEW SITE

## RECIPE PAGE

CLICK TO VIEW THIS PAGE LIVE



PREP TIME TOTAL TIME SERVES CALORIES per serving

15 minutes 2 hrs 15 mins 12 99

PRINT RECIPE

share this recipe: f p t

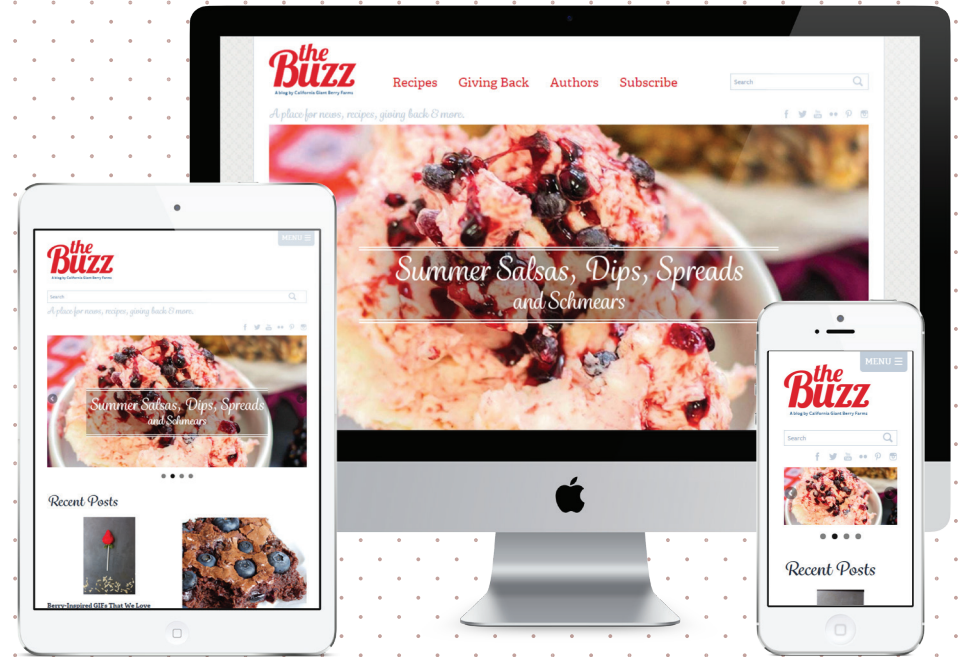
INGREDIENTS:



# THE BUZZ BLOG OLD/NEW SITE OVERVIEW



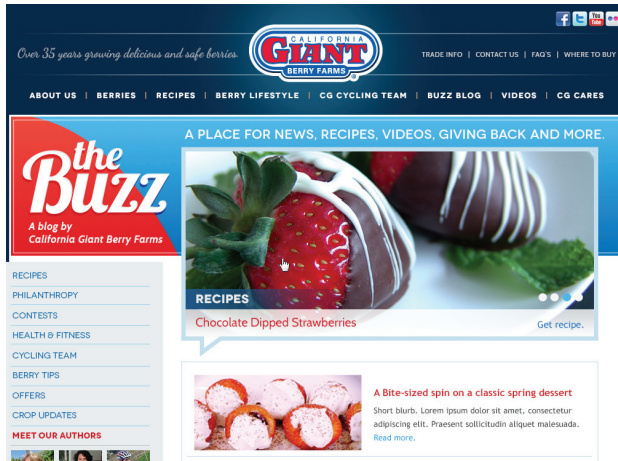
THE OLD SITE



THE NEW SITE

# OLD SITE

## HOME PAGE

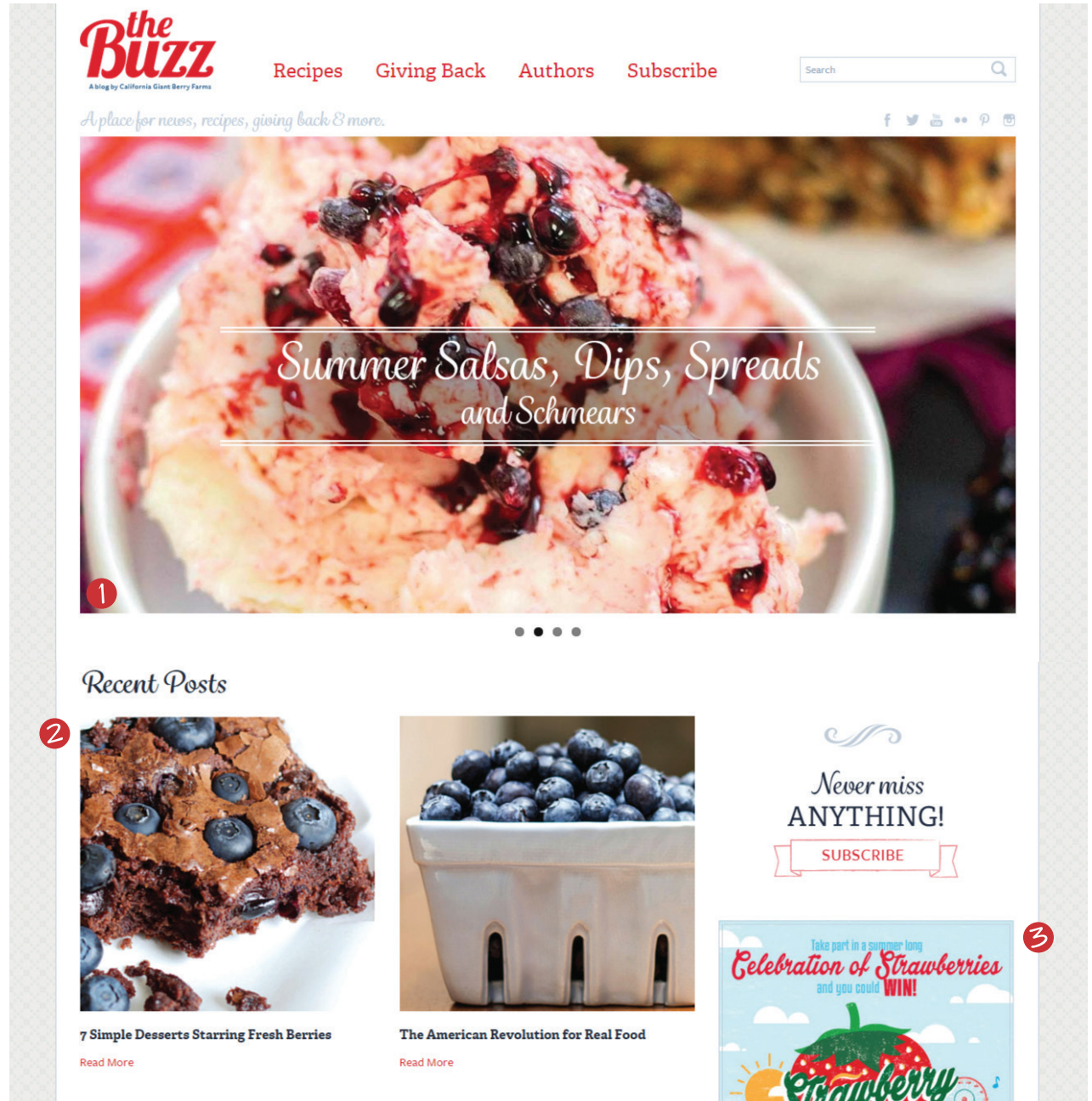


1. High impact imagery
2. Larger thumbnails
3. Smart CTAs

# NEW SITE

## HOME PAGE: ABOVE THE FOLD

CLICK TO VIEW THIS PAGE LIVE



# NEW SITE

## HOME PAGE - GUEST CONTRIBUTORS

CLICK TO VIEW THIS PAGE LIVE

### 1. Featuring popular bloggers who regularly contribute to The Buzz

#### Guest Contributors

1



#### Sam

Sam is co-blogger for [Today's Nest](#) and is quite the photographer and videographer!

[Read More](#)



#### Brandie

American-raised yet fluent in Japanese, Brandie is our Brand Ambassador from [Spoon and Saucer](#) that always has something interesting to share!

[Read More](#)



#### Dani

With a blog named after a love story, Dani from [The Adventure Bite](#) encourages us all to try new things!

[Read More](#)



#### Coryanne

Our hostess with the mostest, [Kitchen Living with Coryanne](#) is a lifestyle you'll want to experience!

#### Must Reads

12 Days of Sharing  
#6: Berry Storage  
Cheat Sheet



12 Days of Sharing  
#10: A Food Face-  
Off



Berries and Wine  
Pairing



Healthy Comfort  
Foods



Naked Berry Cake



#### Topics

Berry Tips

Contests

Crop Update

Cycling Team

Health and Fitness

Offers

Philanthropy

Recipes

# NEW SITE POST PAGE

CLICK TO VIEW THIS PAGE LIVE

1. Large-scale images
2. Subscribe CTA
3. Smart CTAs

The screenshot shows a blog post on 'the Buzz' website. The header includes the site logo, navigation links for 'Recipes', 'Giving Back', 'Authors', and 'Subscribe', and a search bar. The main title is '7 Simple Desserts Starring Fresh Berries' by Cindy, dated July 28, 2015. Below the title are social sharing buttons for Twitter, LinkedIn, Facebook, and Google+. The introductory text states: 'Who doesn't love dessert? We sure do and, no matter what's on the menu, fresh berries will complement a wide variety of sweet treats and bring unmatched flavor to any dish. Here are 7 simple dessert ideas featuring berries that will tee you up for a tasty ending to all your meals:'. The first recipe listed is 'Blueberry Brownies', with a description: 'Start with a classic and add a fresh twist. This is one of the most popular recipes on our website so we know you will enjoy!'. A large image of a blueberry brownie is shown, marked with a red circle '1'. The second recipe is 'Strawberry Cheesecake Bites', described as 'Instead of baking a whole cheesecake, give these simple cheesecake bites a shot and save both time AND calories!'. An image of these bites is shown below. On the right side of the page, there is a 'SUBSCRIBE' button marked with a red circle '2'. Below it are two promotional banners: 'Celebration of Strawberries and you could WIN!' for 'Strawberry PALOOZA 2015' (marked with a red circle '3') and 'Satisfy smoothie cravings!' for a 'Blended SMOOTHIE & SMOOTHIE' eBook (marked with a red circle '3'). The page ends with a 'Must Reads' section.