



CASE STUDY /

Intex Recreation Corp.

intexcorp.com

SERVICES

 B2C ECOMMERCE | MOBILE & RESPONSIVE DESIGN | CREATIVE SERVICES |
 WEB DEVELOPMENT | INTEGRATION | STRATEGY | ANALYTICS

CHALLENGE

The leading distributor of airbeds, above-ground pools, spas, toys, furniture, boats and more, wanted to redesign their Magento website to build a brand image that is consistent with quality, value, and family, and communicates the brand values of fun, excitement, and comfort. They also wanted to make it information-rich and easy to navigate. Lastly, they recognized the need to go responsive so that their customers' experience, regardless of device, would encourage conversion.

SOLUTION

Since the Company was both distributor and retailer, Guidance delivered a responsive solution that facilitated both B2B and B2C eCommerce sales.

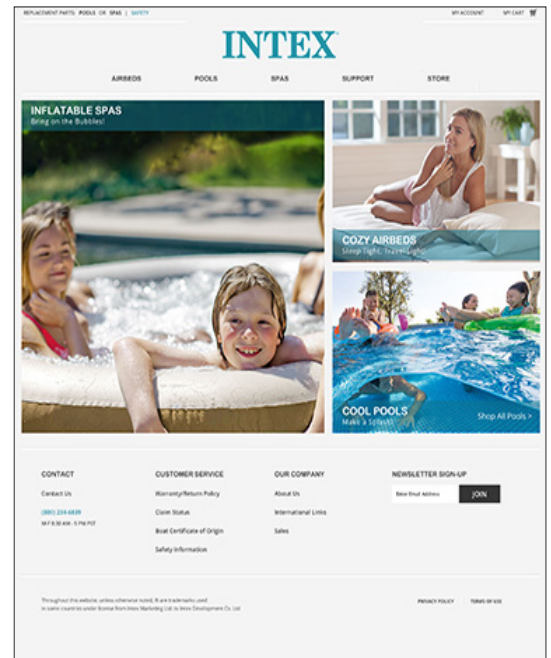
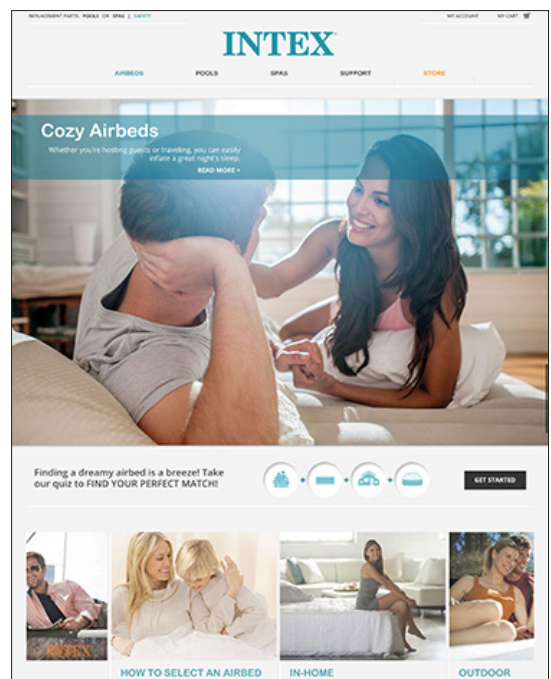
Creatively, Guidance worked closely with the Intex leadership team during the discovery phase to help identify and communicate a brand image that reflects their 40-year history and the values that inform everything they do.

Our discussions and creative brainstorming sessions revealed that making memories and enjoying family time are at the heart of their business. They also wanted to surface the quality, value and safety measures that distinguish their products from those of their competitors.

Guidance created a succinct brand positioning statement that helped shape the new "About Us" section of their website. We also delivered a brand promise, vision statement, brand personality traits and a new tagline ("Fun Is In The Air") that could apply to a range of products from airbeds and inflatables to above-ground pools and spas.

This solid positioning provided a creative framework that helped us art-direct a photo shoot to capture authentic, playful moments that highlighted Intex products – and more importantly, showed how people feel when they're enjoying the products together.

Guidance also designed the new easy-to-navigate site with high-quality photos and smart user experience techniques to engage consumers and wholesalers alike. The shoppable eCommerce section has a slightly different visual style, to distinguish it from the informational areas designed for wholesalers.


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Guidance also provided copywriting services to bolster promotional areas, key landing pages and more.

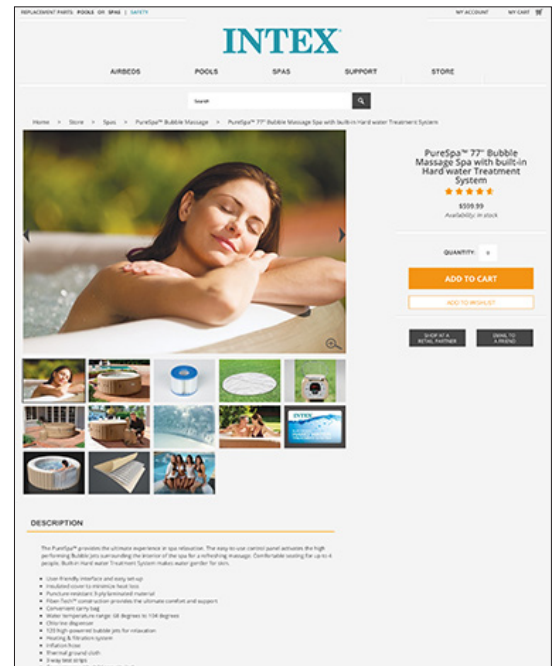
Finally, the creative team delivered a comprehensive style guide to illustrate the new visual standards, fonts, colors, brand guidelines and more.

Guidance integrated the Magento Enterprise 1.13 site with Argento (responsive theme), Amasty (navigation), PayPal (payment gateway), Google Analytics, WebShopApps (address validation), One Step Checkout (cart), Easy FAQ, and Magento Color Swatch.

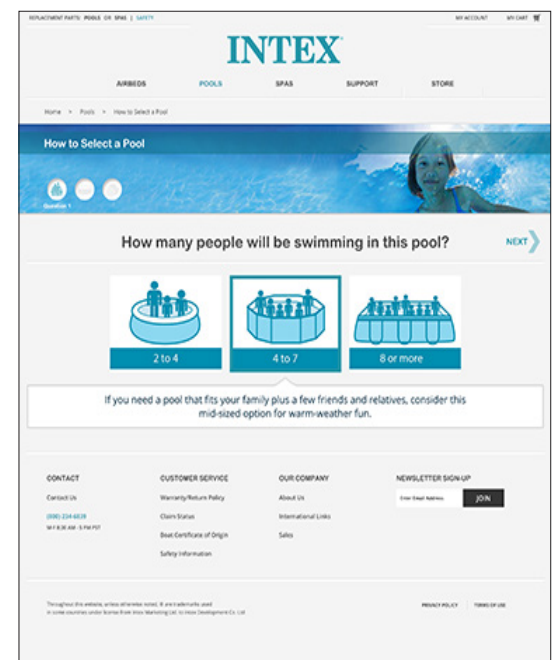
The new site launched with 2,230 SKUs and truly reflects the idea that Intex makes quality products that enhance family time and make lifelong memories.

INNOVATION

- To increase customer satisfaction and loyalty, Guidance built quizzes to help consumers decide which inflatable pool or spa would best meet their needs, and created an information-rich "Support" section. Here, product "how-to" videos and frequently asked questions housed to answer any product question a customer may have. immediate online buying trends.



Category Page



Product Recommendation Tool