

Converse new website launch

Issued by [Bluegrass Digital](#)

4 Oct 2012

Recently Bluegrass Digital [developed and launched](#) the new brand website for [Converse SA](#). Converse, a cool global shoe brand, needed an equally cool interactive brand website to showcase their products and campaigns. Bluegrass once again worked closely with [DDB South Africa](#) as digital partner to undertake the UX planning, wireframes and prototype build, and new CMS development for a new website that met the key stakeholder requirements.



The website is built on the [Umbraco V4](#) CMS platform which was perfectly suited for the project ensuring that the site could scale to include eCommerce at some point in the near future and has the flexibility required for additional features to be built into the site with ease. Much of the website was built using AJAX filters allowing the user to quickly browse a vast product catalogue with ease.

Some key website features include:

- Online product catalogue with a filtering functionality
- Stockists quick search functionality (with Google Maps v3 API integration)
- Flickr API integration to showcase community imagery from the Converse Flickr community page
- YouTube channel integration to showcase the Converse YouTube channel content
- Converse Blog, with regular an event updates calendar and user commenting facility

The result was a website that is one of the best regional [Converse brand sites](#) around the world, as quoted by Converse global HQ.

Nicholas Durrant, Bluegrass' MD, commented: "Our team worked hard to deliver the site on time with some changing requirements coming in at the tail of the project. The result is a good looking brand site with a great online catalogue and social media extensions."

Bluegrass have worked on campaign projects for other well-known brands such as Britax, Dunlop, SABMiller and Gordons Gin and have previously worked with agencies Tullo Marshall Warren, TribalDDB, Saatchi & Saatchi, JWT and College Hill to produce projects for their clients.

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