

Clients sample list

With over 1,000 websites to its credit since launch, there is no shortage of Popcorn clients to demonstrate our capabilities. From start-ups to household names, from charities to governmental organisations, Popcorn's rounded skills and experience create the broadest range of successful websites on the internet. Currently, we also manage over 200 websites on behalf of clients, using our WebWorks package described above.

Please take your pick of the client examples below and if you feel that none of them matches your business model closely enough, we will be happy to suggest some alternatives that do.

www.myseamates.com
<http://maps.localwildlifesites.org.uk>
www.hayter.co.uk
www.danescroft.co.uk
www.wots4supper.co.uk
www.mgs.co.uk
www.pa-training-courses.co.uk
www.greatforschool.co.uk
www.sportbeans.co.uk
www.yutiger.com
www.6sconsulting.co.uk
www.braehead4business.co.uk
www.elsenhamwater.com
www.essonprint.co.uk
www.kennel-maid.co.uk
www.elycathedral.co.uk
www.fostergroup.co.uk
www.holbrook-insurance.co.uk
www.julianchichester.com
www.easiski.co.uk
www.irish-national-stud.ie
www.peacockauction.co.uk
www.myfirstday.co.uk
www.amarnaproject.com
www.cavendishequipment.co.uk
www.ceauto.co.uk
www.dww.co.uk
www.cityofnorwichhalfmarathon.com
www.minitran.co.uk
www.pexhurst.co.uk
www.stisport.com
www.wholivedthere.com
www.burstowandhewett.co.uk
www.kaypilsbury.co.uk

www.sportsparty.co.uk
www.redprofessionallocums.com
www.larkinggowen.co.uk
www.theonethatyouwant.com
www.marnix-europe.com
www.lakeside.uk.com
www.mini5.co.uk
www.lostcousins.com
www.bondara.co.uk
www.hardsoftcomputers.co.uk
www.hpctraining.com
www.cmcpartnership.com
www.radleys.co.uk
www.sworder.co.uk
www.sportsparty.co.uk
www.jellybelly-uk.com
www.velofrance.com
www.willinghamauctions.com
www.mittyjames.com
www.metrocentre.uk.com
www.tridentmarketinguk.com
www.speedbox.co.uk
www.pellys.co.uk
www.njpc-ltd.co.uk
www.lostcousins.com
www.rimstyle.com
www.fennes.co.uk
www.hardsoft.co.uk
http://corporate.eurocarparts.com
www.summeruni.org
www.europe.marubeni.com
www.pellys.co.uk

e-Commerce websites include;

www.michelherbelin.co.uk
www.saffronbrewery.co.uk
www.recovery-equipment.co.uk
www.yutiger.com
www.rimstyle.com
www.fostergroup.co.uk
www.zapsweets.co.uk
www.europperformance.co.uk

www.gpcsupplements.com
www.spangle.co.uk
www.techpart.ie
www.speedbox.co.uk
www.bondara.co.uk
www.practicalpushchairs.co.uk
www.jellybelly-uk.com
www.sportsbeans.co.uk
www.minitran.co.uk

Client case study examples

Ecommerce projects

Foster Group – www.fostergroup.co.uk

Client profile:

The company already had a website focused on stitching and embroidery services for promotional and corporate clothing. The site design was poor and it wasn't generating leads. Foster Group therefore needed a new and improved website, with full e-commerce capability to cope with a huge product range of around 20,000 items. The website would also need to accept and manage product and description data from its major supplier's catalogue, without running into content plagiarism problems with search engines. Foster Group was referred to Popcorn by another customer.

Popcorn delivers:

A fresh new look was created for the Foster Group website, with product categories clearly and colourfully defined and differentiated. With so many products available through the site, the 'engine' needed to be robust, expandable and easy for the client to maintain. The main wholesaler's database can now be imported annually and Foster Group's own staff can add their own content and modify the standard product descriptions. Searching on any of the wholesaler's leading product offerings will return Foster Group at the top of search results. Having avoided falling foul of the search engines, the site is now extremely successful – sometimes requiring nightshifts to keep up with demand - and has given rise to a spin-off site – www.greatforschool.co.uk which allows schools to outsource their uniform supply logistics entirely. Schools have to sign up to the site and can then issue parents with an access password to ensure that items of uniform can only be bought by genuine purchasers.

Rimstyle – www.rimstyle.com

Client profile:

Rimstyle sells performance-enhancing car parts online and is one of the UK's leading suppliers of alloy wheels and tuned exhaust systems. The company already had a website, but it needed re-building to provide class-leading functionality and greater capacity for the huge range of parts it sells. Scouring the internet in search of a comparable site that offered what Rimstyle wanted, the company looked at the most successful general car parts website and found it had been created by Popcorn.

Popcorn delivers:

With the new Rimstyle website, visitors can get straight into finding what they want through two intuitive search routes: their car's marque and model or the type and brand of the parts they require. The site automatically narrows down the criteria to offer just the parts that are right for the chosen vehicle. Once the car's details are entered and confirmed, all the different parts that can be ordered for that car are displayed and can be added to the shopping basket as required for purchase. With development complete, Rimstyle now maintains the site itself and can change any of the 200,000 products stocked, as well as offers to be featured on the homepage, at will through the content management system.

Yu Tiger – www.yutiger.com

Client profile:

Yu Tiger is a new start-up business with a mission to offer high-quality oriental furniture, gifts and household accessories through its website. Referred to Popcorn by an existing customer, the young team at Yu Tiger already had branding and a product range. Yu Tiger needed a fully-functioning e-commerce website to enable



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visitors to choose products and order them easily. It also needed an accounts system in order to build up a membership list for newsletters, special offers etc.

Popcorn delivers:

In just 15 working days, Popcorn drew up a detailed specification for the site based on Yu Tiger's own branding design and colour scheme and created the website's design and navigation. Transaction handling is provided by SagePay, which Popcorn has found to be the simplest to integrate and offer the best value service to website owners. The site navigation is deceptively simple, with just four categories at the top level. Visitors can then drill down rapidly to as many sub-categories as the Yu Tiger team wish to add, through the built-in content management system.

Corporate projects

Vio – www.vio.com

Client profile:

For around a decade, Vio has supplied ad agencies, production companies, and media owners with advertising workflow tools and services to help them to reduce costs and become more productive. In partnership with AdMonsters, the company wanted to develop a new central creative resource that would provide critical specification details for advertising through online publishers. Vio Worldwide announced the creation of the Online Creative Portal (OCP), which would enable ad agencies to perform real-time creative planning, testing and submission and so reduce the cost of planning and delivering Internet advertising campaigns.

Popcorn delivers:

In order to complete the development work on the OCP as quickly as possible, Vio turned to Popcorn, which had carried out work on other web-interfaced applications for the company previously. Popcorn worked closely with Vio in scoping this all-new project and defining its requirements. Even so, the project actually evolved considerably during development and its capabilities needed to respond accordingly. The browser-based OCP application was built from scratch, including branding and interface design. During beta testing of the OCP, Popcorn will provide first-line support. Once the OCP is online, Popcorn will provide second-line support for 11 months to Vio itself. The OCP was made public on September 25th 2007.

Sport Beans™ - www.sportbeans.co.uk

Client profile:

The UK importer of world-famous Jelly Belly jelly beans already had a Popcorn-created website. Following a successful launch in the USA, the importer was looking to test market a new range of jelly beans – Sport Beans – in the UK. Sport Beans contain a nutritional mix aimed at providing easily-digested rapid energy, electrolyte and vitamin replacement during exercise. The aim of the UK site was to promote awareness of an interest in Sport Beans, to encourage retailers to stock them and create an online community for sports people.

Popcorn delivers:

The UK Sport Beans website successfully meets the design objectives with strong visuals that create a real sense of explosive energy, while conveying the nutritional benefits of the beans. For the Sport Beans community, the site enables athletes to present themselves online, together with event news, dates, results, photo galleries and more. Content submission by athletes can be moderated through the content management system and there is also a press room for the latest news and announcements, such as profiles of the professional athletes being sponsored by the Sport Beans brand. The success of the Sport Beans website has already given rise to a spin-off site that will be dedicated to a cycling team sponsored by Sport Beans.



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CMC Partnership – www.cmcpartnership.com

Client Profile:

CMC specialises in the realisation of business benefit through the effective delivery of programmes and projects. Based on a core team of 15, supplemented by specialist contractors as required, the partnership works as an integrated part of the client team to fill skill gaps or to deliver discrete packages of work. CMC's public and private sector clients are diverse but share a similar need – to bring in new or changed capability on time, to cost and specification and to realise their investment. CMC wanted a very clean, clear, corporate website that incorporated its existing logo and put designers through a stringent tendering process to ensure the right one was chosen. CMC also required a content management system so that news and events information could be updated easily, and an email newsletter system.

Popcorn delivers:

Popcorn was able to make good use of its marketing expertise in providing CMC with market positioning assistance in planning the site. Although the design did not need to be sophisticated, it places key emphasis on a clean, open feel and ease of navigation. CMC Partnership's website is an excellent example of a straightforward site design to meet corporate requirements.

Capital Shopping Centres <http://www.capital-shopping-centres.co.uk>

Client profile:

Capital Shopping Centres (CSC) is a wholly-owned subsidiary of FTSE 100 company, Liberty International PLC. CSC is the UK's leading company specialising in the ownership, management and development of shopping centres. The company has a £6.3 billion portfolio of thirteen high quality shopping centres, totalling over 12.4 million square feet, ten of which are in town centres, including major schemes in Newcastle, Manchester, Norwich, Nottingham, Watford, Stoke-on-Trent, Uxbridge and Bromley as well as the regional centres, Lakeside, MetroCentre, Cribbs Causeway and Braehead. Up until recently, the group developed dedicated websites for each centre in house, but it was decided that a more professional approach was required. Popcorn was asked to evaluate the various sites and meet the board to make recommendations for improvement.

Popcorn delivers:

Popcorn proposed that it should take over the construction and maintenance of the shopping centre sites and this was accepted. New branding has been incorporated into each site and Popcorn has also carried out all the site programming. Popcorn has been looking after the sites of the shopping centres for around eight years and has a dedicated liaison developer who deals personally with all the centre managers, who contact Popcorn to carry out updates. Although the centre managers can make everyday changes like new tenancies and post vacancies themselves, Popcorn makes seasonal changes to the sites for Christmas and can add dedicated landing pages to suit particular campaigns and promotions. Popcorn also provides the centres with a rapid-response online marketing design service, which includes the distribution of numerous email newsletters to the centres' mailing lists each year. Centre managers can send through a concept of what they are planning to do, such as a celebrity appearance and within a couple of hours Popcorn will have designed an HTML newsletter to go out to the centre's mailing list. With shopping centres being refurbished or under construction, the websites also allow CSC to keep local residents up to date with developments and advise of any temporary inconveniences, such as road closures.



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Social networking projects

Lost Cousins www.lostcousins.com

Client profile:

A start-up in the rapidly-growing field of genealogy, Lost Cousins was aimed at serious researchers looking for additional sources of information to exploit and share. The purpose of the site is to match researchers up with other people seeking information about the same person. The site owner wanted it to be able to work out the relationship between two researchers automatically, just through the ancestor information they submitted. Searching would be free, to encourage users to visit the site and populate it as quickly as possible, while it would be chargeable to see search results and make contact with relatives. It was calculated that it would need 100,000 registered users to offer a high enough probability of any enquiry returning a positive result.

Popcorn delivers:

The site utilises information from two 19th century public censuses and Popcorn has integrated them into the site so that the large databases that derive from the censuses are accessible quickly and accurately. Navigation is clear and straightforward and as a result the site has acquired over 60,000 registered users in just a few months, with around 1 million ancestors added to the database. Most visitors are adding in 10-15 ancestors at a time, which will typically yield one match. By the time the site reaches its base target of 100,000 members, there will be a 50-50 chance of finding a match. The search algorithms built into the site ensure that it offers high levels of accuracy, while being more selective than other genealogical research websites.

My Sea Mates – www.myseamates.com

Client profile:

My Sea Mates is a start-up website offering a new spin on the established online dating agencies. By focusing on a special interest area – in this case a love of Water Sports and the pursuit of the pleasures of sailing and living on the seas, My Sea Mates aims to bring together not just people seeking romantic partners who share this interest, but men and women looking for like-minded friends, thus creating a community dedicated to a love of all things nautical. The founders is an astute woman with a strong sense of the value of good PR. Visitors would be able to see a limited number of search results without registration or payment, but would not be able to contact anyone until they were registered. Instead of a long-term subscription, the site was to offer paid memberships of three months or more, recognising that members of any community come and go, but long enough to give the site a fair trial.

Popcorn delivers:

Most dating or introduction websites offer broadly-similar functionality. The site has secure communications built in, to protect the identities and contact details of all members, unless and until they wish to reveal them. The problem with people travelling around the world is that they have no permanent address, so searching for people in one location proves difficult. However this website addresses that problem in a very ingenious way ... see the website to see how it works..



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Taking the next step

Now you've got this far, you should have a good idea of what Popcorn is all about. Few web designers have taken the trouble to become as well-qualified as Popcorn to create or improve your online presence. We promise to deliver a website that meets the strategic objectives of your organisation by dovetailing perfectly with your tactical communications programme.

We're ready to talk as soon as you are, so call Fintan Lambe on 01279 812229 or email him at info@popcornwebdesign.co.uk.

