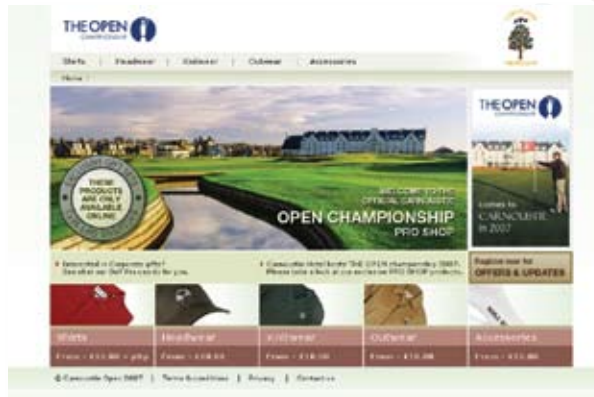


OBJECTIVE

You don't get much closer to the action than the 18th green of the Carnoustie Golf Course, the venue for the British Open Golf Championship 2007. The Carnoustie Hotel's golf shop has permission to sell items with the official Carnoustie and Open 2007 logos.

Oxford Hotels and Inns approached us to create a microsite that would extend the sales reach of this promotional opportunity and promote the Oxford Hotels and Inns chain.

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Carnoustie The Open 2007 website

www.carnoustieproshop.com



SOLUTION

Working from an open brief, but within guidelines set down by owners of the hotel, Oxford Hotels and Inns, the golf shop, The Royal & Ancient (the golf world's rules and development body and organiser of The Open Championship), we created a simple, attractive site to promote and sell the hotel's branded product range online.

With no existing brand to incorporate, our creative team developed, from scratch, look

and feel, imagery and content designed to drive golf shop sales and bookings at Oxford Hotels and Inns.

Our technology partner – Live Expertise – worked closely with our own teams on the build to create and deliver an easily updated e-commerce site that incorporates user-friendly online transactions within the short timeframe for the project.

RESULTS

Bringing in one of our technology partners to take on certain elements of the project meant that we could be confident of delivering the project on time and within the fast turnaround specified by the client.

Within a week of launch the site had already received orders from as far afield as Birmingham, UK and Nebraska, USA.