



## HIGH-PROFILE WEB SITE DEVELOPED WITH THIRDPARTY CONTENT AND CATALOGUE MANAGEMENT SYSTEM

*NeoWorks, Lateral, Levi's® Europe*

### THE CUSTOMER

Levi's® is an international clothing brand. Levi's® Europe operates in Western and Eastern Europe.

### THE CHALLENGE

Levi's® Europe engaged interactive design agency Lateral to redevelop their web site. The concept for the site is a non-linear user experience, focusing on products, the Levi's® brand and company history.



After performing an initial technical feasibility study, an existing third party content and catalogue management system was leveraged to minimise development timescales and overheads.

### OUR SOLUTION

NeoWorks initially architected the product catalogue and content repository for the web site. They then developed a flexible XML-based server interface to the content, enabling the web site front-end, developed in Macromedia Flash, to request information as users experience the site. The XML server interface also enables the Flash front-end application to report site usage to the server for "clickstream" analysis.

Integration with an electronic mapping service provides the facility to search for retail outlets across Levi's® European territories and integration with Levi's® campaign management partner's systems ensures that users' privacy is respected.

### SUCCESS

The result is an engaging and fun web site, launched in March 2003, that has won the prestigious BIMA award for best retail web site and been awarded a bronze cyber lion at Cannes and two LIA awards.

The flexible architecture enables Levi's® Europe and Lateral to keep the user experience fresh and manage the seasonal catalogue changes and promotions.