



WEB & DIGITAL PORTFOLIO

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WEB & DIGITAL

STRATEGY

SCOPE & PLANNING

DESIGN

USER INTERFACE

USER EXPERIENCE (UX)

INFORMATION ARCHITECTURE

COPYWRITING

BUILD

APP DEVELOPMENT

VIDEO CONTENT

CONTENT MANAGEMENT SYSTEMS (CMS)

eCOMMERCE

MEMBERSHIP SUPPORT

CLUB / SUBSCRIPTION FRAMEWORK

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

HOSTING

REPORTING

SUPPORT & MAINTENANCE

PROJECT MANAGEMENT

Hollick Estate:

Website design, custom CMS development, dashboard, club management, eCommerce, UX

Recent changes in the management structure of Hollick Estates had meant the business was no longer 100% family owned and run. Coonawarra wine identities Ian and Wendy Hollick had sold Hollick Estate to Hong Kong Yingda Investment Co Ltd but maintained a shareholding and interest in the company, with Ian staying on as a director on the board and taking on an ambassadorial role.

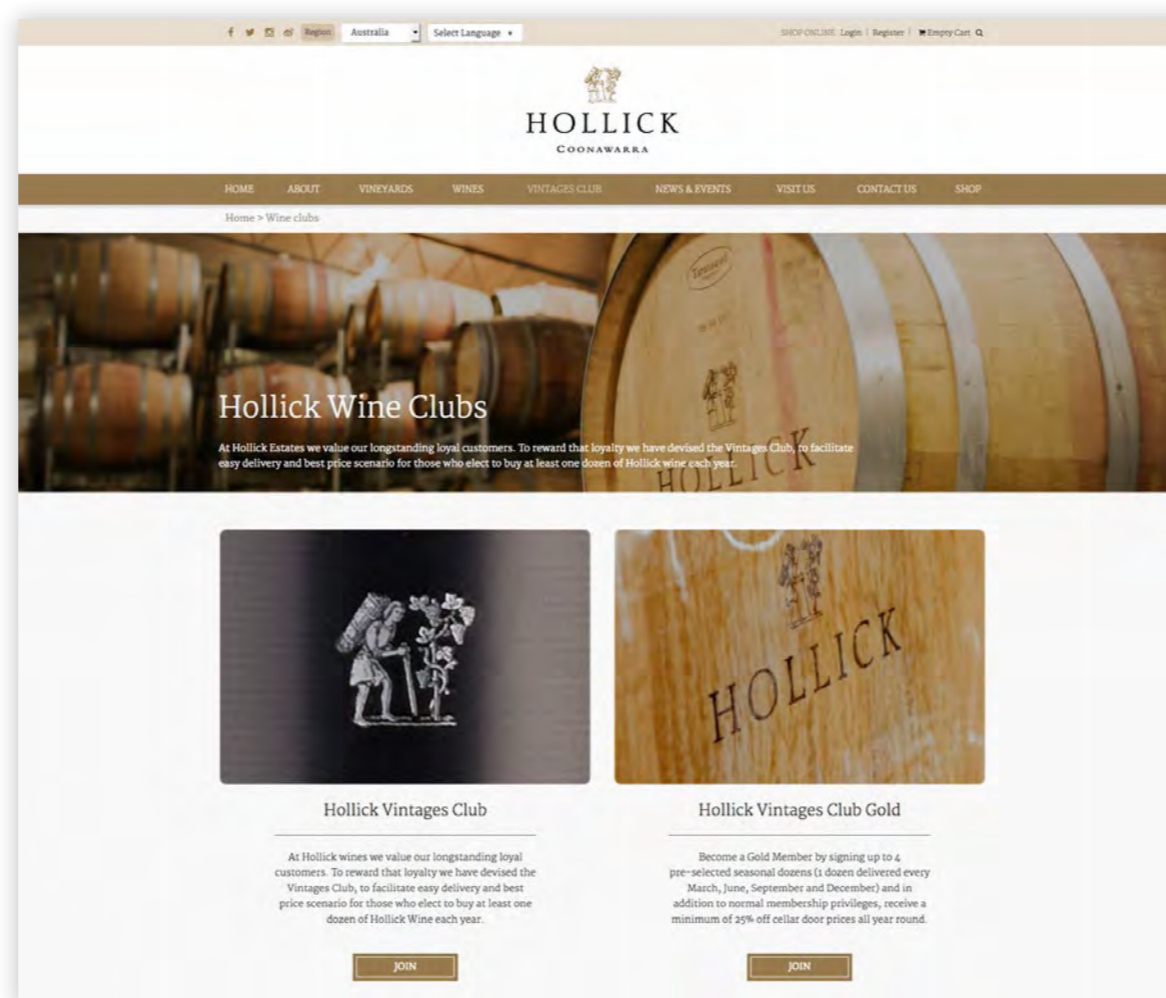
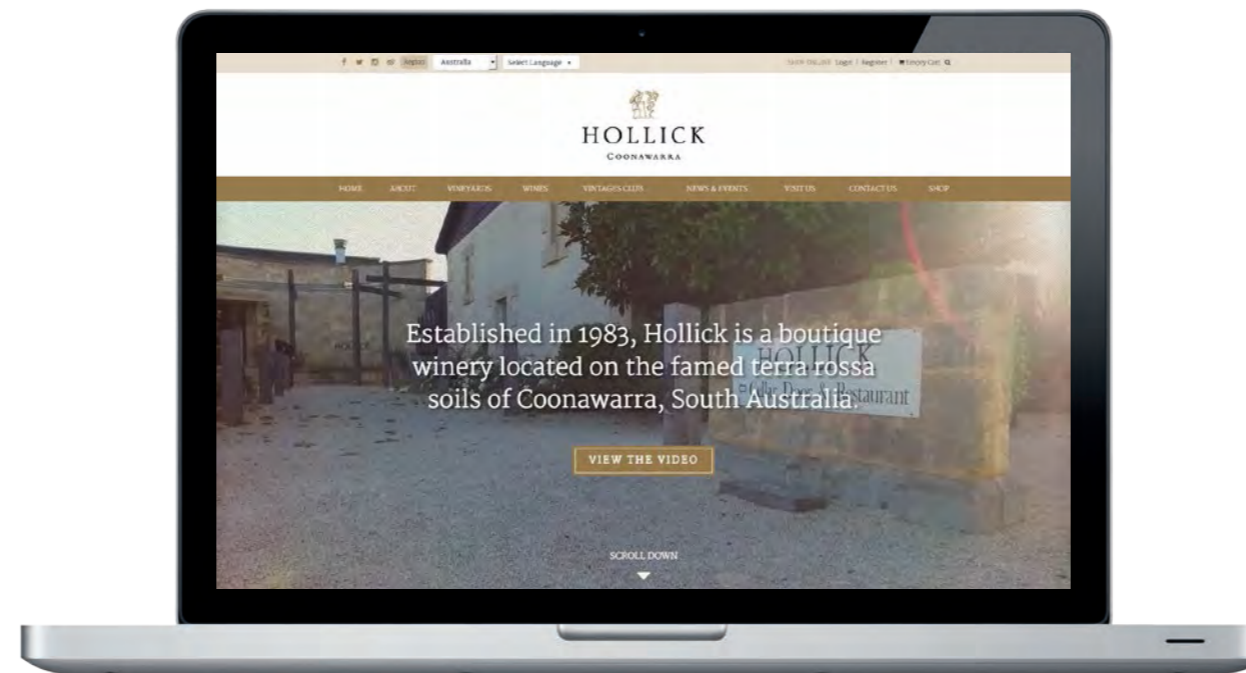
Consequently, some key parts of the website's content were obsolete and needed updating. Additionally, the website had not been functioning well as a result of changes to its operating platform and required a fresh approach.

Tucker Creative was engaged to update the website and implement an efficient and easy to use content management system along with improving the site's functionality, visibility, usability and security for Hollick Estates and their valued customers. And, because online sales form a significant part of Hollick's annual income (Hollick's direct sales strategy is creating strong growth in this area), to support this ongoing growth with a technical review was paramount.

The website is also a key communication tool for the business. It was therefore crucial that the messaging be reflective of the current business model, yet maintain the look and feel of a boutique wine producer.

While our brief was extensive, the overarching message was to reinforce the Hollick mantra: 'Pride of Place'. As our key marketing positioning statement, 'Pride of Place' is the core message that needed to be driven and developed. Meaning "we take great pride in the place from which our grapes are produced," it encompasses Hollick's business in its entirety: terroir, winemaking philosophy, cellar door, Upstairs at Hollick restaurant, grounds and vineyards, as well as the pride the people feel in being part of the business.

The new website exhibits a modern and contemporary feel. It perfectly reflects Hollick Estates philosophy while incorporating key upgrades, improved functionality, refreshed content, video, easy-to-use online store, and improved customer services area (Vintage Club, cellar door, restaurant, Coonawarra locality, etc.). The site also provides for an easy translation into Chinese, an important inclusion for any modern website.



Angove Family Winemakers

Website design, custom CMS development, dashboard, club management, subscriptions, eCommerce, UX

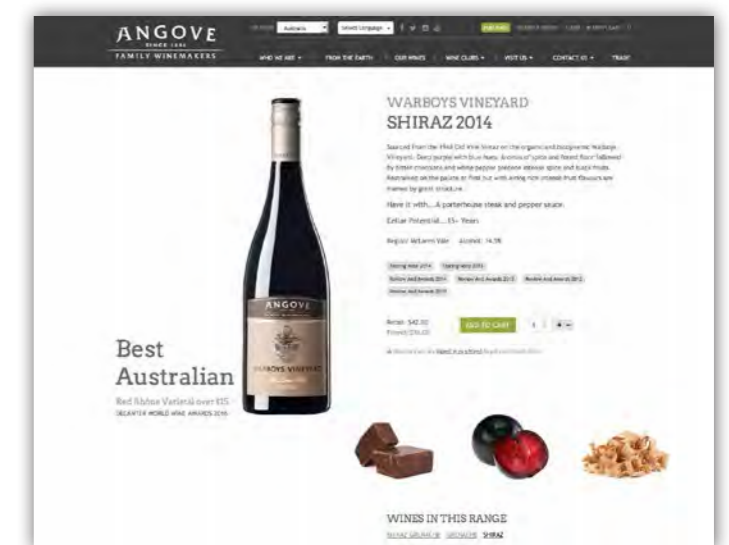
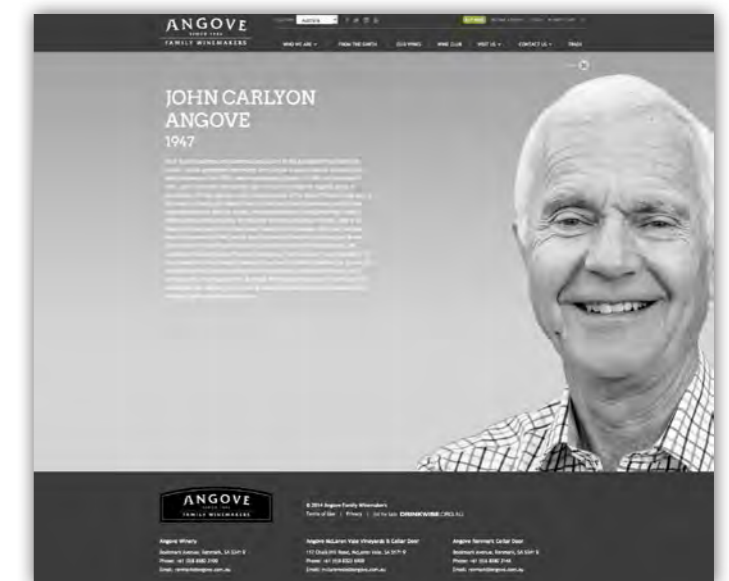
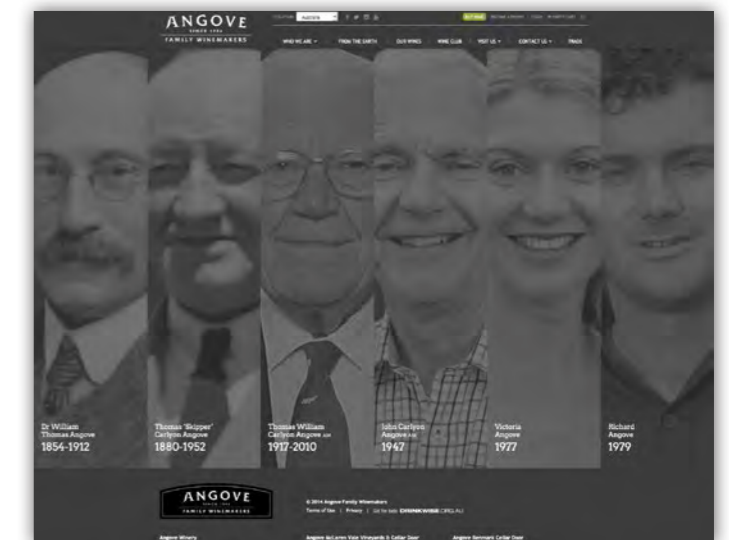
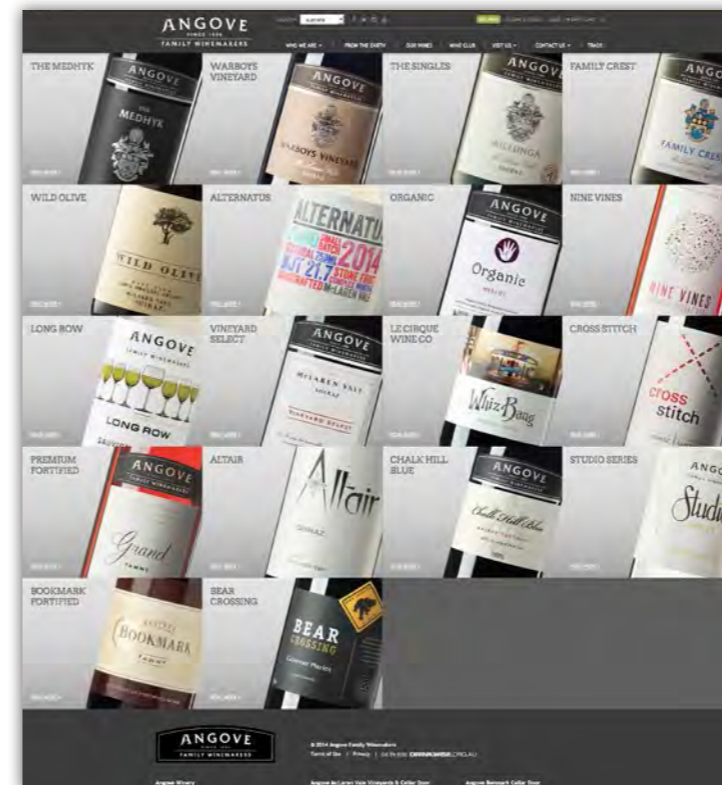
Long time client Angove asked Tucker Creative to take a fresh look at their website. They wanted the new website to be warmer and friendlier and less text heavy – especially on the home page. New images were taken, superseding their range of very corporate shots while the thought from the client was that their current site 'Doesn't sell any soul'. They were after a contemporary offering more reflective of their organic and sustainability values and biodynamic practices.

With a long shopping list of new features to be incorporated, we set about revamping the new site that provides a user-friendly and effective sales and club management platform, while allowing their team to target products and content to a growing international audience.

The completed website delivers an exceptional result; balancing attractive design, stunning photography, well-written copy and a site structure that delivers content clearly to consumers. The online shop presents products meaningfully with high quality product shots, full tasting notes and flavour profiling. The custom-built content management system implements engaging and mobile-friendly layouts, full product configuration, club management, English/Chinese language support, informative dashboard, and reporting mechanisms all wrapped up in an easy to use content management system.

A key feature of the site is the introduction of a timeline as an interesting way to interactively display the company history. The horizontally scrolling timeline traces the company history from its inception in 1886 through five generations of the Angove family to the present day.

Other elements incorporated into the new, responsive site included a focus on McLaren Vale imagery; a locked menu bar at the top so that login/cart details are always on the visitor's screen; ability to easily upload video content; MailChimp e-newsletter integration; asset management; and an easy-to-use Content Management System.



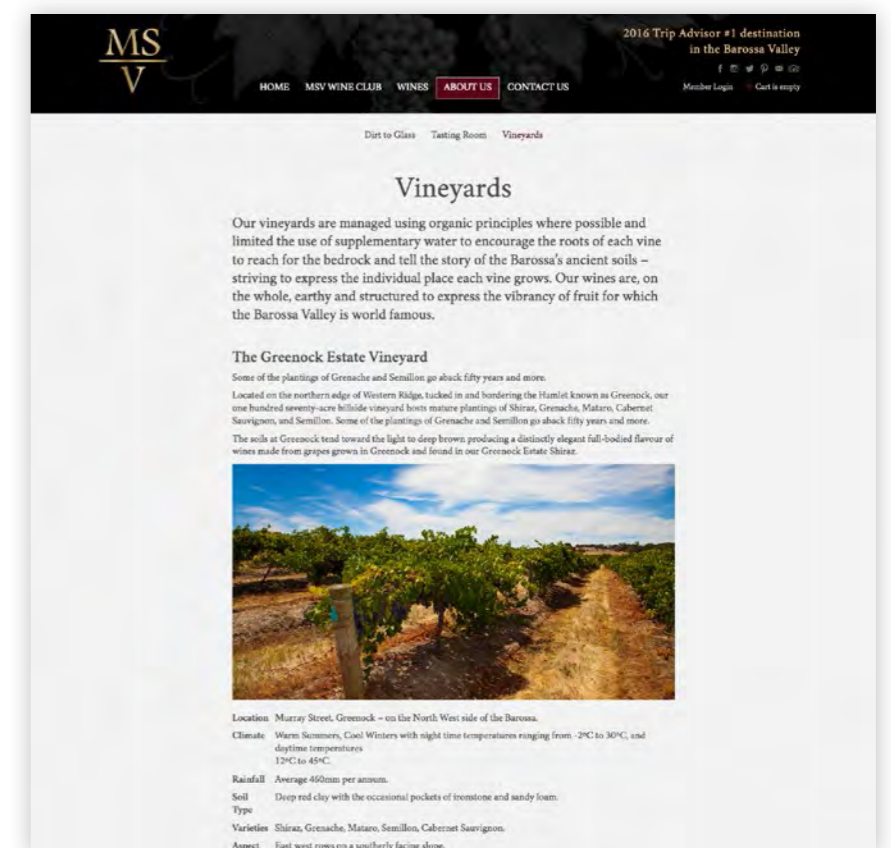
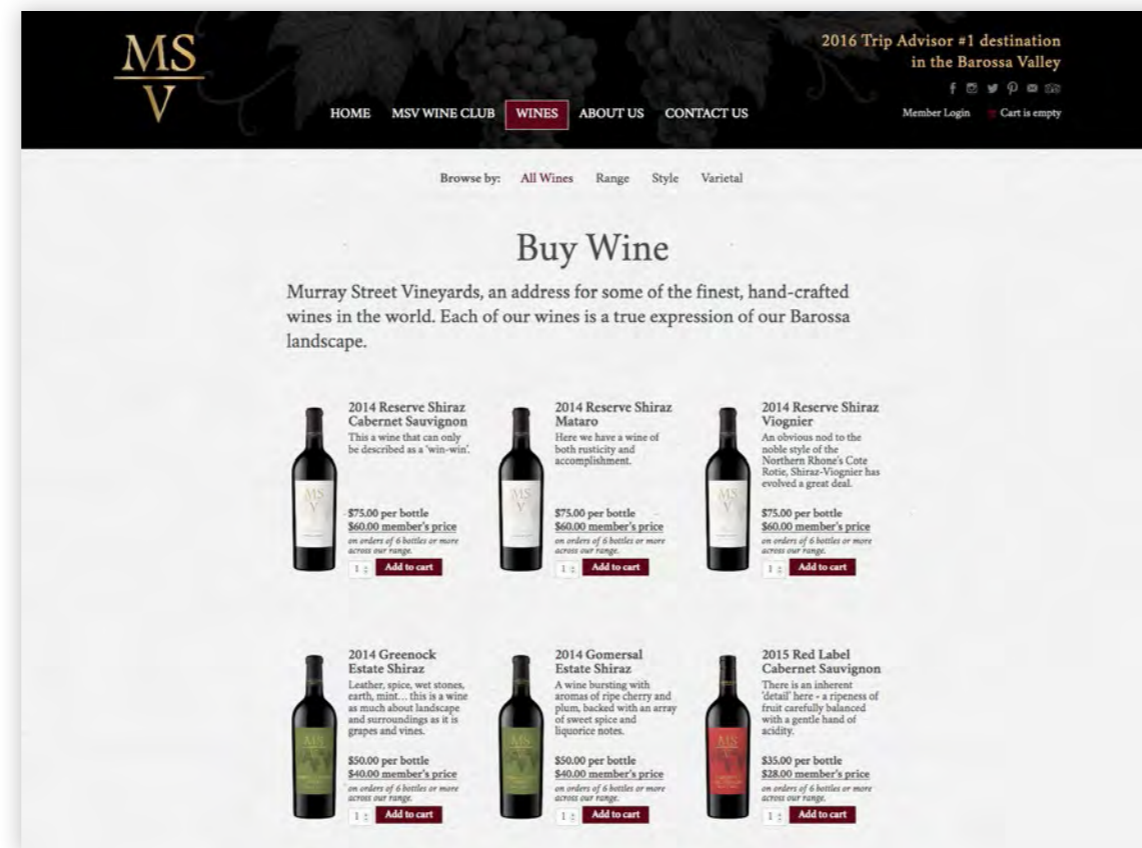
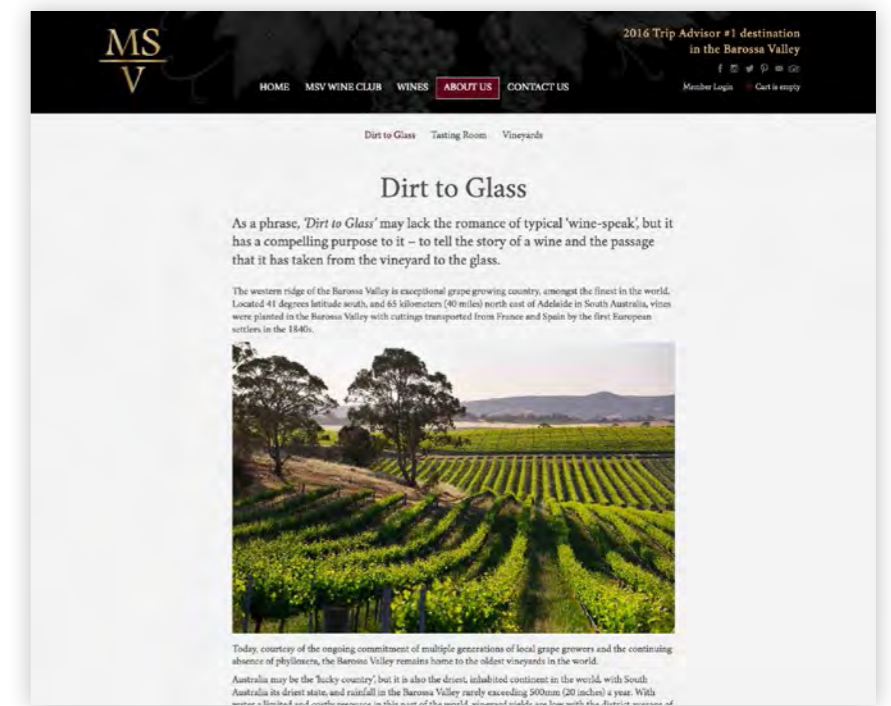
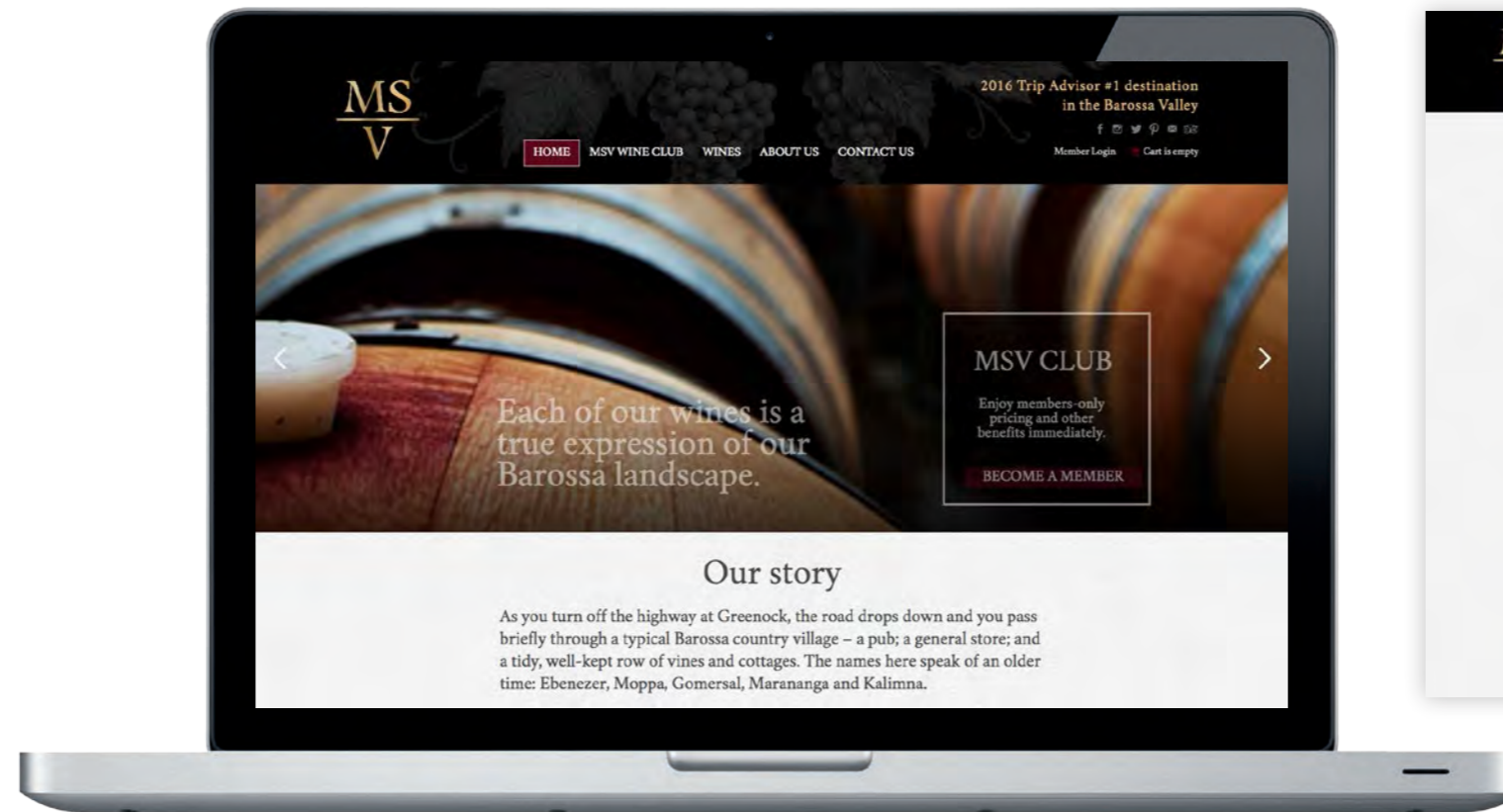
Murray Street Vineyards

Website design, membership capabilities, CMS development, eCommerce, UX

Barossa premium wine producer Murray Street Vineyards (MSV), positions itself as 'A name that is an address for some of the finest hand-crafted wines in the world.'

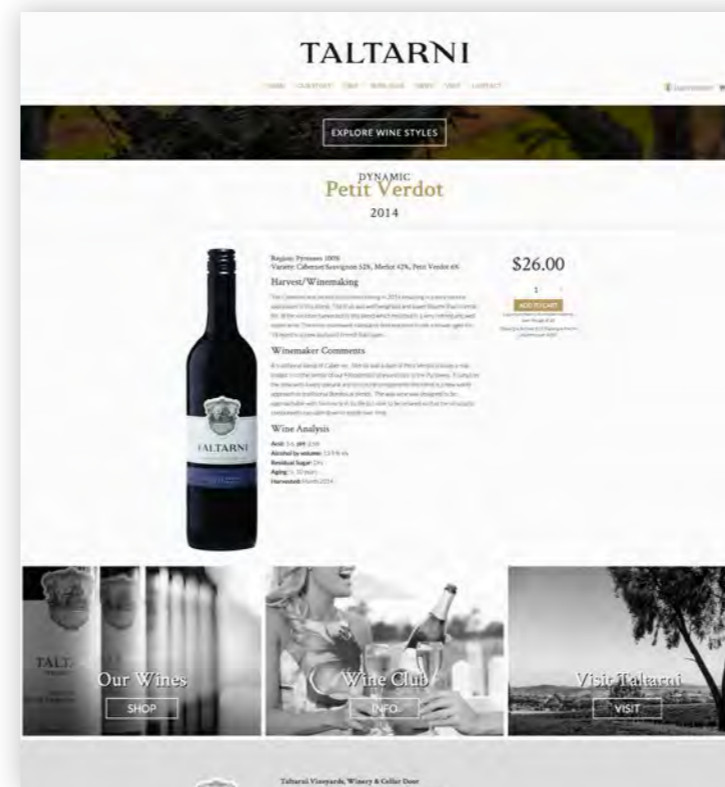
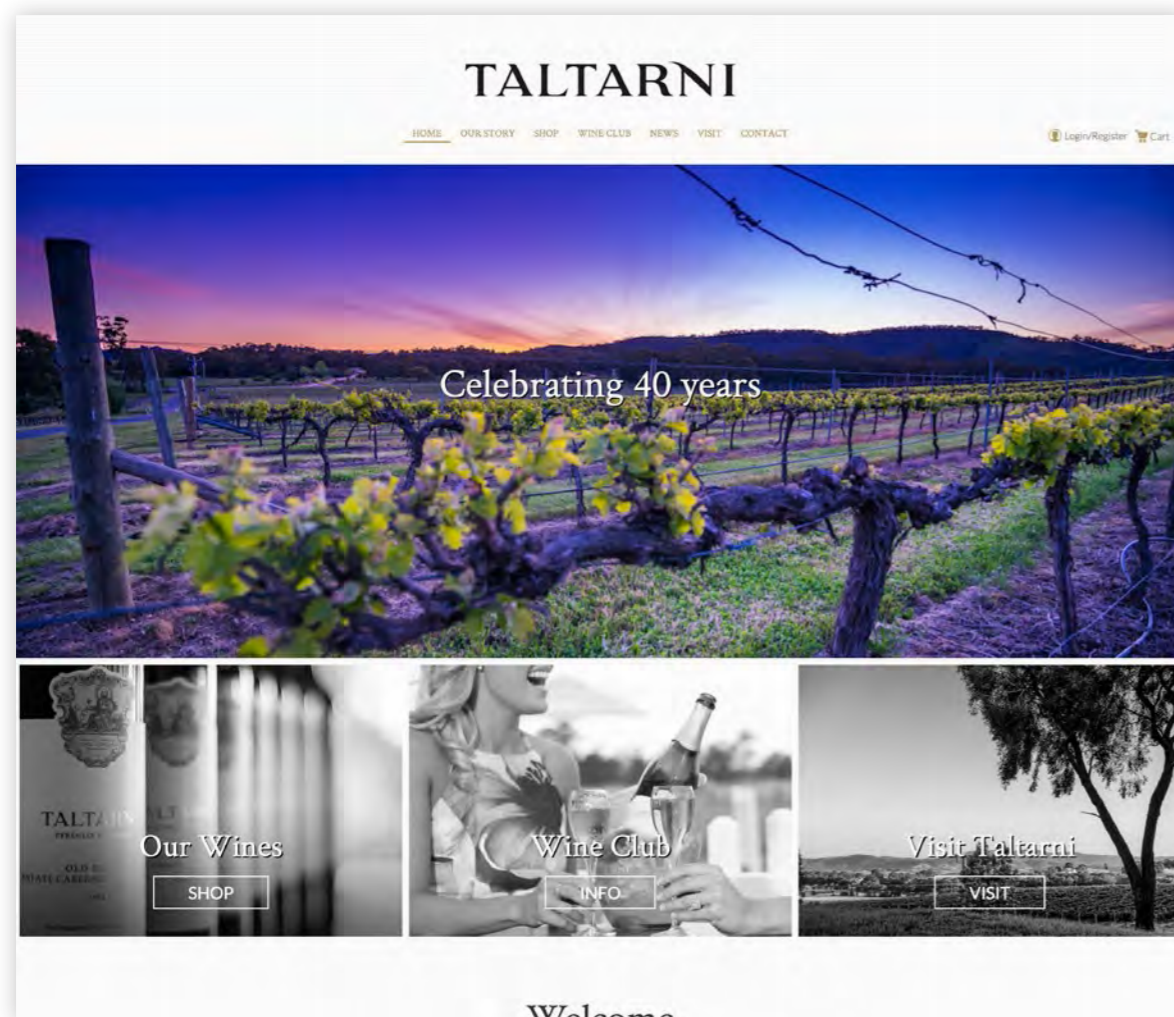
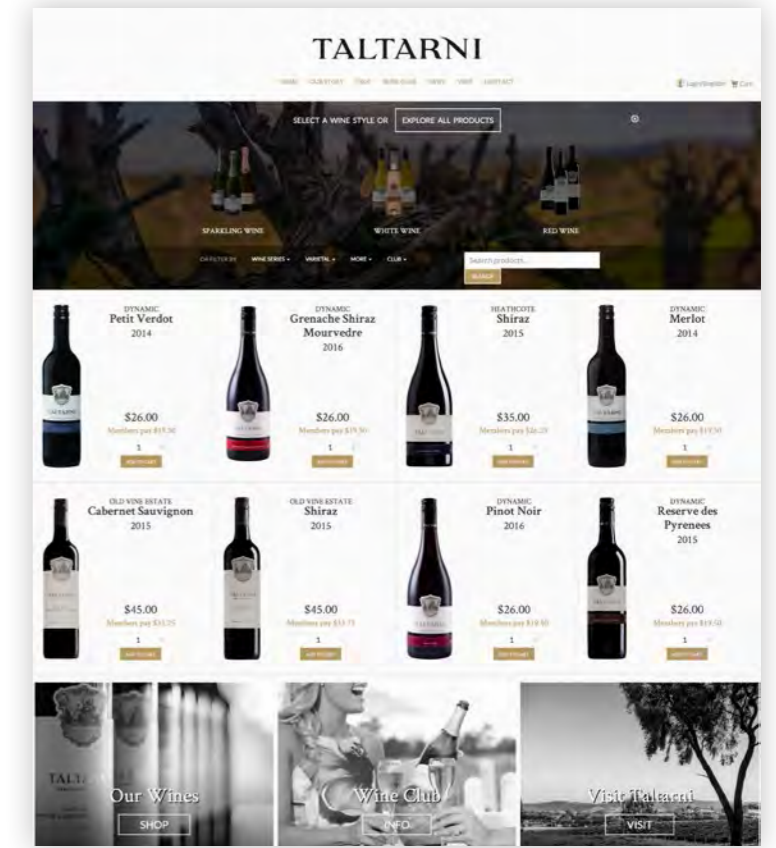
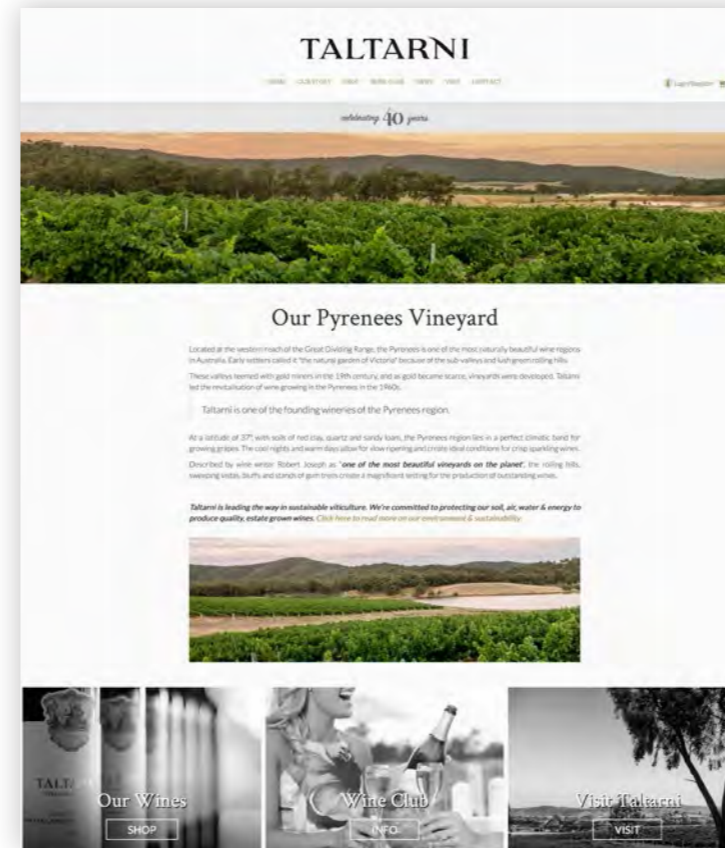
To deliver on their brand promise and to meet demand-based growth, Tucker Creative was called in to assess all aspects of the MSV brand and recommend a strategy for the way forward including a refresh to the design of their website, which was outdated and limited in its capabilities.

Tucker Creative prepared a full scope and outlined a recommended architecture for the site, while integrating refreshed brand elements and refreshed imagery. An MSV club membership system was implemented along with robust eCommerce systems and online store. The new site also established a new narrative for the business, so a photo-journalistic style was implemented for content pages to help tell the story. A complementary email template was also designed and implemented to aid in consumer communications and an aligned brand experience.



Taltarni

Website design, membership capabilities, wine club capabilities, CMS development, eCommerce, UX



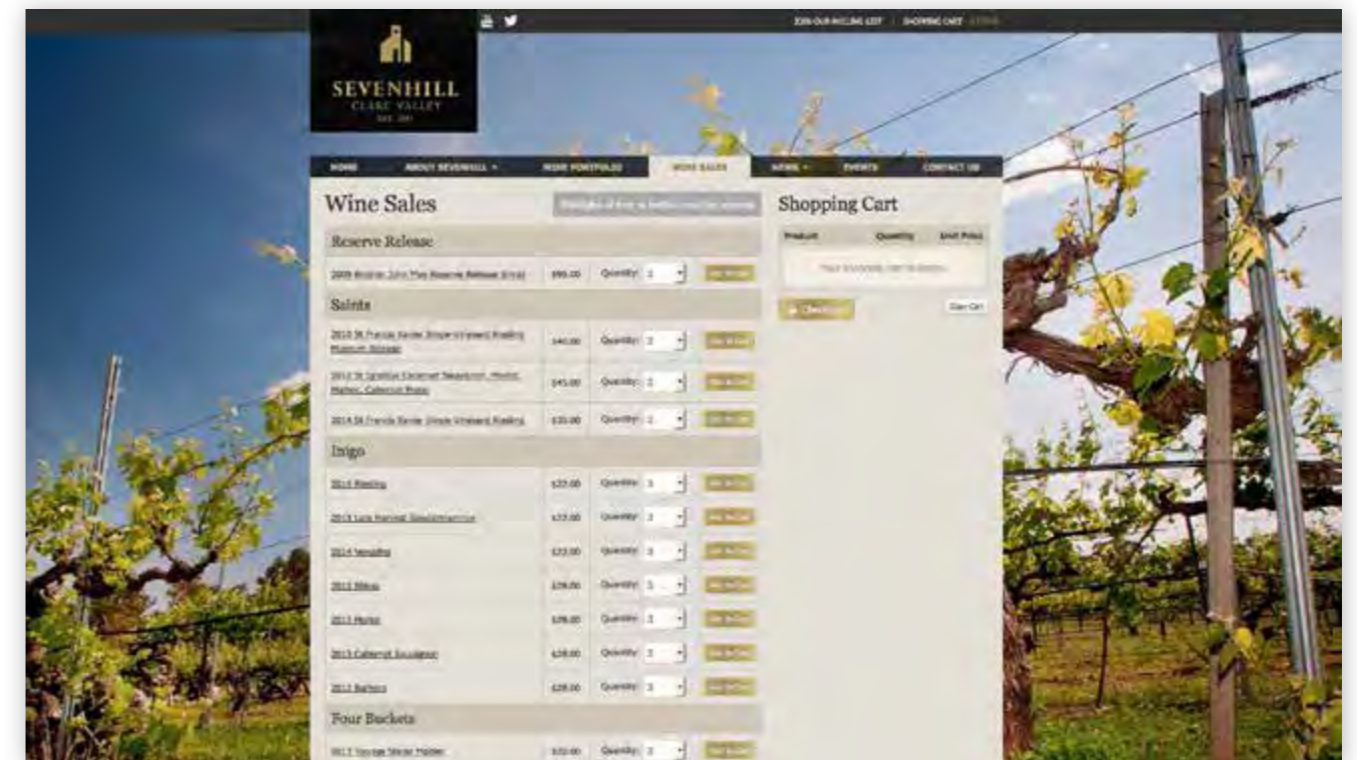
Blue Mountain Vineyard and Cellars:

Website design, CMS development, eCommerce platform



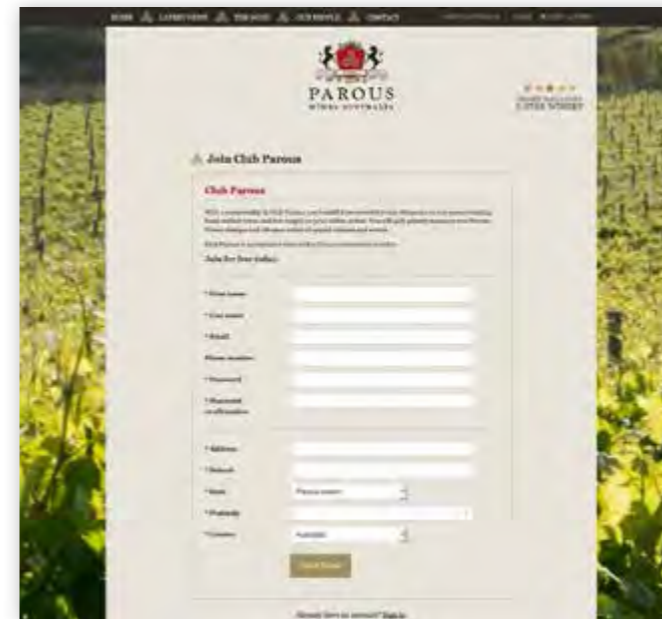
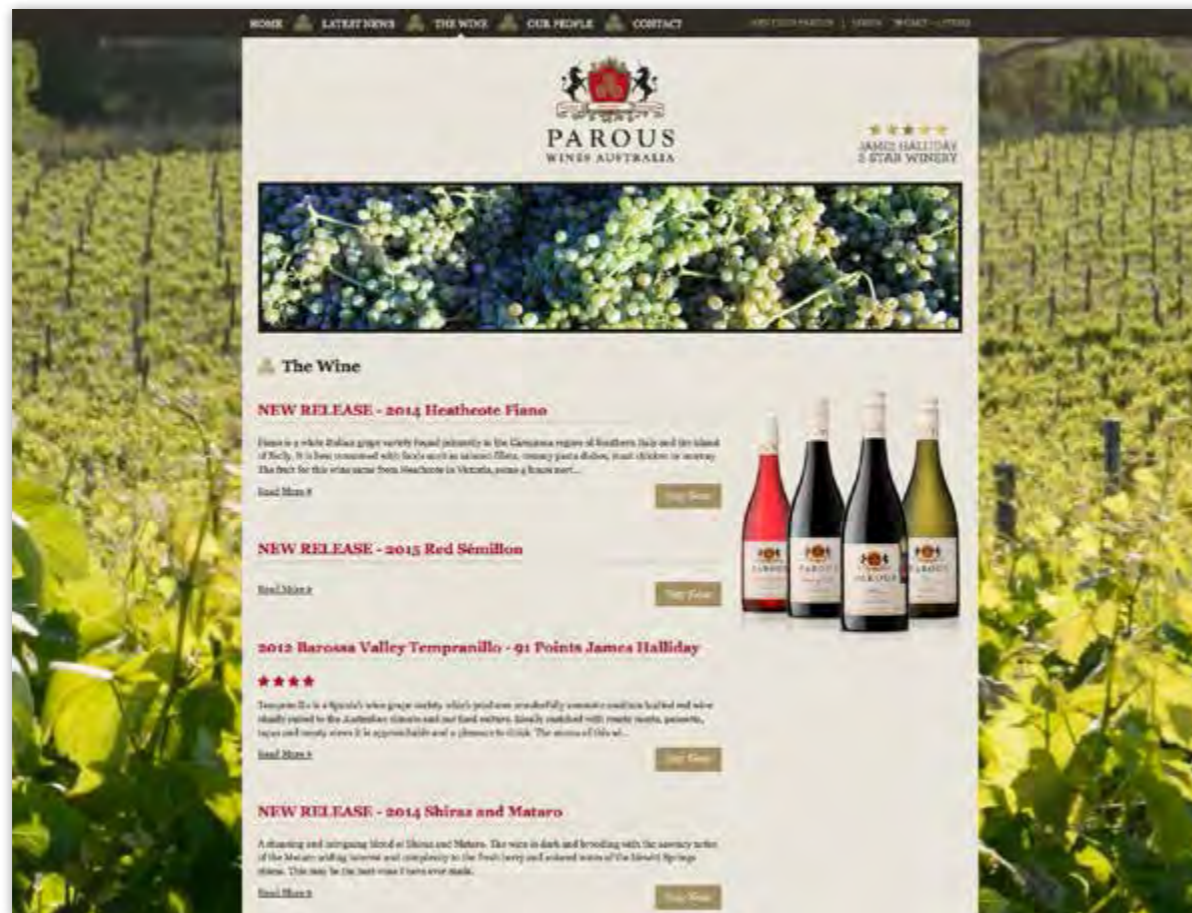
Sevenhill Cellars:

Website design, custom CMS development, eCommerce



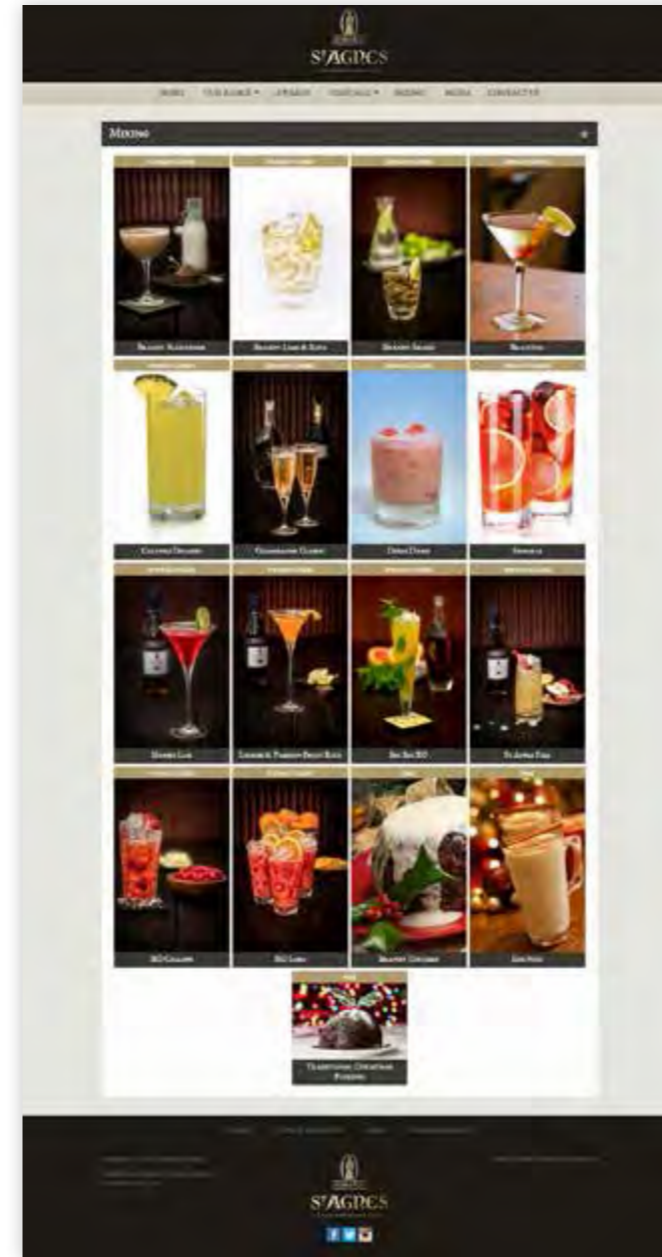
Parous Wines:

Website design, custom CMS development, eCommerce, Membership



St Agnes Distillery:

Website design, custom CMS development



Eddystone Point:

Website design and development, fully responsive/mobile friendly, UX



Classic Oak Products CRM/Sales Tool:

Website design, custom CMS & CRM development, Order Forms, Price List, User access controls, UX

