

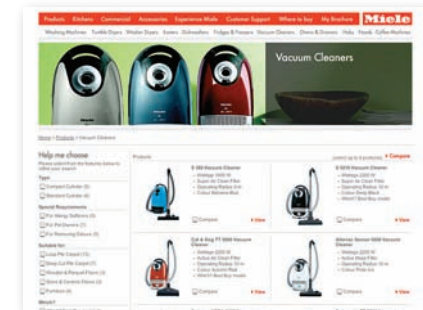
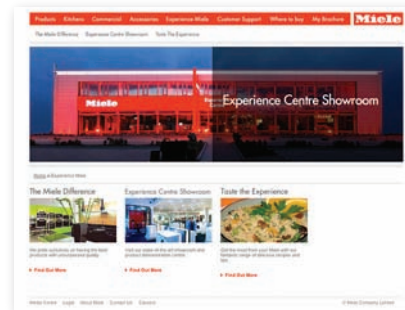
Best appliances. Best website.



CLIENT: Miele

PROJECT: Website

URL: www.miele.co.uk



BACKGROUND

Forever better is the motto of Miele and Which? certainly agree. They awarded Miele the Best Domestic Appliance Brand accolade for domestic products that range from washing machines and tumble dryers to vacuum cleaners and coffee machines.

TASK

- To create a website that delivers Miele brand values
- To incorporate information and tools that support retailers and customers who want to experience Miele

SOLUTION

- An on-brand design that integrates fully with all other media
- A content-rich site that delivers in depth information on appliances and lifestyle
- The creation of tools such as 'My brochure' and 'Compare' to help consumers and professionals plan and make informed decisions
- An e-commerce system for the sale of accessories

RESULTS

- A strongly branded website with highly relevant and valuable content
- The site attracts around 100,000 visitors a month

GET IN TOUCH

To find out more please contact Michael Hoskinson on 0116 299 1166 or via email at michael.hoskinson@fusedigital.com

www.fusedigital.com