

thewest.com.au The West Australian

CASE STUDY : WEBSITE DEVELOPMENT
AND CONTENT MANAGEMENT SYSTEM



Newspaper House

In this age of Internet technology, with an increasingly sophisticated and time-hungry public expecting information at the touch of a button, newspapers face particular challenges to continue to engage their readers.

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WEST AUSTRALIAN NEWSPAPERS  VIVID GROUP

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In this environment, where 'news' really is new, instant information about the world in which we live, as events transpire, is now possible. And while any newspaper can operate a website, designing the site so it enhances brand positioning, adds value – and new readers – is another matter.

This is why The West Australian came to Vivid. The old site was centered on classified advertising and had no particular editorial focus. It did not serve as the on-line complement to the newspaper that it needed to be in order to enhance The West's brand.

Vivid was chosen to recreate the newspaper's electronic image because it offered experience, with a professional and collaborative approach.

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The brief from The West Australian included improving the editorial offering to provide a unique WA-centric digital experience for Western Australians locally and regionally. There was also an important requirement to incorporate a community section, blogs, sports tipping, live sports scores, live flight tracking, newsletters and a media player with breaking video news.

The result, The West is pleased to report, is that it has a vibrant, engaging and interactive website that is providing readers with continual coverage of breaking and headlining local, national and world news.