



WASO

West Australian
Symphony Orchestra

CASE STUDY : WEB DEVELOPMENT



Creative solution to strong WASO branding and user friendliness.
FOR MORE INFORMATION, CONTACT US ON 1800 632 341

“Vivid has delivered a Corporate branded website that is both a rich information source and also a highly effective e-marketing tool.”

When the West Australian Symphony Orchestra (WASO) wanted to update its website and implement more effective e-marketing communications, it relied on word-of-mouth recommendations and corporate reputation to align itself with an appropriate project partner.

While mindful of its Corporate sponsorships and associated promotional obligations, WASO also wanted a strongly branded website which appeared uncluttered and fresh – while still being a useful source of a huge amount of information it needed to provide to the music-loving public. Also, there simply had to be a better way for people to be able to purchase tickets on-line.

The Vivid Group not only lived up to its creative reputation, but just as importantly, its much-acclaimed customer service philosophy and ability to work effectively with internal subject experts at WASO ensured a hugely successful outcome.

Within days of the new website going live, WASO devotees were praising its stylish, corporate appearance which echoed its status as a world-class orchestra. People using the sophisticated – but simple to operate – on-line ticket system were equally impressed. Now, with a few easy clicks, patrons could use the customised shopping cart to purchase tickets – from more than one event if they chose – and at the same time read detailed information about the performance and check-out the seating plan of the venue.

By working as a close team, WASO and Vivid have delivered a Corporate branded website that is both a rich information source and also a highly effective e-marketing tool. Because it was tailor-made to WASO’s specific objectives, the website includes features such as a “what’s on” calendar on the home page to clearly highlight key attractions for the ensuing 12 months. The “feature musician”, also located on the home page, gives WASO the opportunity to showcase its vast array of outstanding performers and by changing who is highlighted on a regular basis, keeps the site fresh and entices people to log-on again and again.

It is the site’s Content Management System – also developed by Vivid – which makes the addition and alteration of new information so easy.

And for friends and associates of WASO, keeping up-to-date with news and happenings has never been easier, with the site promoting its periodic e-newsletter and indirectly developing the organisation’s ever growing database.

For WASO, the strong corporate branding, functionality and aesthetics of its website confirm to the world its international status.

Waso Website Feedback

"...I found it very easy to navigate my way around. I liked the drop down menus, where further information was easy to find. Thanks, I think you have done a great job!"

- C. Jacskon

"...I can see it will greatly improve communication and interaction within the general community. Thank you and congratulations."

- G. Erlandson

"It looks great! This is much quicker and user friendly!"

- P. Su

"Wow! WASO is clearly ready to take on the world with the new website. It's modern but classy, easy to navigate and loads quickly. Vivid's design is terrific – a genuine feel good site with everything we always wanted to know but had to go hunting for on the old site. Well done."

- C. Drouyn

"I found the site to be exceptionally clear in instruction, practicality and function. If I was to redo my website, this would be most conducive to my needs. Proud, I would be of it"

- N. Chapman

"I think the new format is interesting, informative and easy to understand. Well done."

- J. Walling

"The 2006 web site appears easier to navigate than the 2005 one. It is much speedier to get to where I'm going. Thank you."

- S. Vicich

"I just love the website! It is informative, easy to use and well designed. I also found the drop down menu for the 2006 season very handy, and with the shopping cart feature added it is really excellent and convenient. Congratulations!"

- B. Celliers

"It is much better than the old web page, I love the colour and format. Good to see a feature artist. Well done."

- M. Loh

"The immediate impression is clean and attractive."

- R. Lynch

"The website is very comprehensive and provides easy access to many of the varied areas of information about WASO. Congratulations."

- C. Harris

"Everything seems clearer and less cluttered than it was before and it has a more modern and 'up to date' design now. Well done on the achievement so far."

- J. Lim

"Stylish, nice use of white space on the home page, and I like the burgundy. Tabs with drop down menus are easy to use, and more importantly to find! Also like the 'What's On' calendar. Good job all round."

- K.L Winn

"Great, clear, easy to read website, not too crammed and the things that need to be highlighted are easily seen and I have bookmarked it!"

- C. Arto

"I am most impressed with the new website. I found it easy to navigate around. It is simply set out and with clear script."

- H. Morton

"The website is very cool. Well done! Very informative, colourful and energetic. Great job!"

- A. Munyard