

CASE STUDY: 'HOTTRAX'

CLIENT: CARLSBERG MALAYSIA

Type of work: **Website Development**

Business objective: **Brand Awareness**

Client location: **Malaysia**

Audience: **National**

Language: **English and Chinese**



The Web Guru Factor

Soon after launch, the clients website was attracting up to 25 times more page views than it had in the whole of the previous year.

The Challenge

In 1998, Carlsberg Malaysia launched their first website. It attracted limited attention and did not integrate with the company's communications strategies in traditional media.

The client wanted to address this problem with a total redesign of the website, including a rethink of their online branding strategy. The goal was to significantly increase the number of website hits, and to ensure consistent branding with stronger integration of online and offline offerings.

The Solution

Working closely with Carlsberg's own marketing team, their advertising agency and their direct marketing firm, Web Guru Asia created an Internet presence that attracted visitors and their friends to the website again and again, added value to Carlsberg's investment in traditional media and enhanced the reach of the Carlsberg brand itself.

The Results

Soon after launch, hottrax.com.my was attracting up to 25 times more page views than it did for the whole of 1998.

Generating passionate interest through fun web-based contests and interactive games, Carlsberg has built up a database of thousands of individuals with whom it regularly communicates via targeted email campaigns.

Sophisticated visitor tracking statistics prove that whenever Carlsberg launches a new interactive promotion, the target audience begins to respond within minutes, whatever time of day the launch takes place.