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# Aligning Brand Strategy with Web Design & Usability



**The Client:** Meyer Corporation is one of the largest, most innovative cookware companies in the world. In 1984, Meyer created Circulon®, the original hard-anodized nonstick cookware. Today, Circulon has grown to become the largest-selling single line of cookware in the world.

**Engagement Goals:** To revise Circulon’s website to reflect its position as the world’s leading cookware brand. ANG’s goal was to overhaul the Circulon.com website to improve the customer experience, make the site more usable and search-engine friendly (SEO), increase traffic (SEM), and align the messaging and look-n-feel to brand’s positioning.

**Engagement Solutions:** Branding Consulting, Web Services (Web Design and Usability) and Online Marketing (Content Strategy and Search Marketing).

**Performance Summary:** ANG provided strategic consultation and a variety of services, such as:

- Redesigned the Circulon.com website to best communicate the ultimate “promise” of the Circulon brand.
- Reorganized Circulon’s editorial assets and marketing collateral into robust resources areas that address important customer segment needs.
- Provided Search Engine Optimization consultation (SEO) to create a search engine friendly website.
- Deployed various online, integrated marketing tactics such as Search Engine Marketing (SEM) and Influencer Marketing to drive traffic to the website and increase brand awareness.



# Aligning Brand Strategy with Web Design & Development

**Web Design, Development & Usability:** The original website featured product attributes, such as a picture of a lid and the bottom of a pot...



...this is not what the Circlon brand stands for.



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Instead, Ciculon's brand "promise" is about an enjoyable, culinary lifestyle that enriches your life.

So, ANG aligned the website design and layout with this concept, and designed channels around content and features that support this brand promise.

## Using the brand promise to guide website design and editorial channel development:

- Site design and architecture goals become clear.
- Clearer editorial choices can be made.
- Strategic partnerships can be constructed that aid in the acquisition of content as well as traffic.
- Generally, an efficient use of resources and improved chances for business growth.

