

Virtual Viewing Case Study: 360 Play

Client sector: Children's Play Centre



360 Play launched as a business in 2008 in Milton Keynes, providing a colourful, highly interactive children's play centre and family leisure destination. The company commissioned Virtual Viewing to design and develop the company's initial website to provide an overview of their services and the wide range of facilities that it provides, in the form that would give the company complete control over its content.

360 Play's Objectives

- > To establish the 360 Play brand online
- > To brand the site to convey the fun, interactive and colourful nature of the centre, and to introduce two children's characters – Twizzle and Twink – who are central to the centre and to the brand
- > To incorporate complete maintenance facilities that can grow with the company, enabling details of new classes, special offers, one off events and other key service offerings to be added to the website in real time by authorised staff
- > Inclusion of a password-protected Staff Area to provide an intranet facility to keep staff informed about rotas and spare shifts, and to download manuals and handbook
- > Integrated statistical monitoring and reporting facilities to support ongoing review.

Virtual Viewing's Solution

Design



The 360 Play facilities are a riot of colour, with an enormous musical carousel, activity walls, dodgem tracks and much, much more. To convey this visual effervescence on the web, a number of further page template designs are incorporated within the site to display of different types of content and maintain visual interest, while consistently using a vibrant colour palette to deliver a high degree of visual impact and interest.

This was seen as important not just for branding consistency, but to give the site a look and feel that was appropriate for both children and their parents – and deliver a website that conveys the sheer exuberance of the 360 Play centre.

The visual presentation of the site was designed in close collaboration with 360 Play, as it was vital to ensure consistency with over marketing material and to convey the vibrantly colourful, 'fun' image of the company

It was also critically important to incorporate the costumed characters, Twizzle and Twirl, who play a central role in the children's activities at the play centre, as well as featuring prominently in the company's marketing activities.

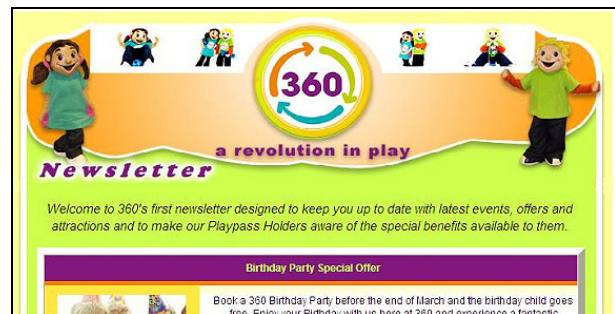
A template-based approach which supports consistency of presentation, while the Home Page design provides clear navigation to the company's key service strands as well as Latest News, offers, and a growing Gallery of photos to illustrate daily life at the centre.



Content Management and Email Newsletter Integration

The deployment of Virtual Viewing's **OSCAR** (Online System for Content Administration and Release) **content management system** allows 360 Play to update all key website information in 'real time', and to equally easily link in downloadable files to allow web-site visitors to access additional information.

The website has also been integrated with Virtual Viewing's **EMMA** (EMail Marketing Assistant) **email campaign and newsletter management system**. An HTML email newsletter template design has been developed to further reinforce the website branding, and to allow 360 Play staff to edit and despatch regular email campaigns to promote special offers, launch of new classes or facilities – including an outdoor playground – and launch one-off or special events.



Adding Features – and Benefits

The website development incorporated a host of additional features and benefits – both for the company and its website's diverse audience:



- > **OSCAR allows three levels of site user**, so control of the main web site content, updating contents of the Staff Area and access to the Staff Area can all be assigned separately to different users
- > **EMMA integration**, added as a second phase of the website development, has enabled 360 Play not only to keep club members up-to-date with all the latest news and developments but also to distribute downloadable vouchers for special one-off discounts by email
- > **A bespoke application** enables 360 Play to export membership details from its back-office centre administration system and import them into EMMA to support the maintenance of email campaign distribution lists. EMMA also automatically handles subscriptions through embedded links in each email campaign.

What the Client Said ...

"Virtual Viewing's designs have really captured our vibrancy and sense of fun, and using OSCAR and EMMA has been a huge help in making sure we can get the latest information out really quickly. With over 11,000 page views a month, we're delighted – and confident that ADAM will bring us even more."

– Duncan Phillips, Managing Director, 360 Play

What Virtual Viewing did next ...

To build on the solid foundation that has already been created, Virtual Viewing is now working with 360 Play to increase the site's search engine visibility.

We are deploying our **ADAM** (ADwords Administration and Management) service, based on a two-phase campaign that combines Google AdWords pay-per-click advertising service with detailed analysis of website traffic to identify the most closely targeted and cost-effective search terms to promote in order to drive high levels of potential leads to the website.