

CASE STUDY

brilliant partnership

KraftMaid

the opportunity

Ascentia by KraftMaid is a new, trend-forward cabinetry line that will be available in select Home Depot locations throughout the country by the end of 2007. This mid-priced product is targeted squarely at young consumers who may be buying their first homes or older consumers who are “trading down” and simplifying their living spaces.

KraftMaid asked Brulant to develop a companion website that would enable the consumer to experience Ascentia cabinetry and learn about the product’s styles and benefits.

the brilliant results

... Brulant developed a site that showcases Ascentia cabinetry and offers rich product information, buying advice, decorating help, and design content. Since Ascentia is sold exclusively at Home Depot, Brulant designed the site to educate and prepare the consumer prior to their visit to Home Depot.

... to help the consumer personalize the experience and drive purchase decision, Brulant developed the Interactive Style Explorer, a Rich Internet Application that enables users to browse and print Ascentia cabinetry finishes, door styles, decorative hardware, and storage options. In addition, Brulant provided Kraftmaid with an easy to use content management system built on Microsoft SharePoint 2007 and a store locator that allows consumers to find Home Depot stores that carry the product.



“As a business we are increasingly trying to connect with the consumer. We want to engage and educate them on our products prior to leading them into our retailers. The Ascentia website helps us achieve this goal with intuitive navigation, a user- friendly, crisp modern design, and an easy- to-use 4-step tool we call the Interactive Style Explorer (ISE.) Using ISE, our future customers can identify and save product, add customization, and print a product detail sheet they can take with them to The Home Depot. Armed with this information, they can more effectively work with The Home Depot’s in-store designers to bring their new kitchen to life.”

To say that we are pleased with the outcome of this project would be an understatement.”

Internet Marketing Manager
Masco Retail Cabinet Group



www.ascentiacabinetry.com

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