



## CASE STUDY : WEBSITE DEVELOPMENT



When Chellingworth Porsche was first instructed by Porsche Germany to create an entirely new website, they saw the need to approach a design company with an exceptional track record to reflect the excellence that is the Porsche brand.

FOR MORE INFORMATION, CONTACT US ON 1800 632 341

 VIVIDGROUP | [WWW.VIVIDGROUP.COM.AU](http://WWW.VIVIDGROUP.COM.AU)

CHELLINGWORTH PORSCHE  VIVID GROUP

# Following previous success in creative solutions for other luxurious automotive brands Vivid's team were experts in designing websites for the automotive industry.

When Chellingworth Porsche was first instructed by Porsche Germany to create an entirely new website, they saw the need to approach a design company with an exceptional track record to reflect the excellence that is the Porsche brand.

Following previous success in creative solutions for other luxurious automotive brands Vivid's team were experts in designing websites for the automotive industry. Taking into account this knowledge and the high quality of work provided by Vivid in the past, it seemed only natural to choose them for this new and exciting challenge.

Chellingworth Porsche's brief to Vivid was to create a new website while adhering to the strict international brand guidelines as set by Porsche Germany. Very specific instructions were set out in a 50 page document in regards to the fonts, layouts and images that were to be used on the website.

The Porsche brand is renowned for its excellence in quality and service and Vivid's team worked closely with Chellingworth Porsche to ensure their website reflected this, creating a slick and informative website which is also easy to use.

Visitors to the site can browse the latest Porsche models, as well as access information on Porsche's history, racing achievements and company milestones.

The site also features a Porsche car configurator – a unique tool provided by Porsche - which offers the opportunity to construct a personally desired vehicle in a virtual surrounding.

Here, there is no limit to creativity and a choice is offered to save or print out the custom-made design or have a specially tailored financing or leasing offer sent out.

Chellingworth Porsche says their new website has received positive feedback towards both its presentation and its easy to use menu options.