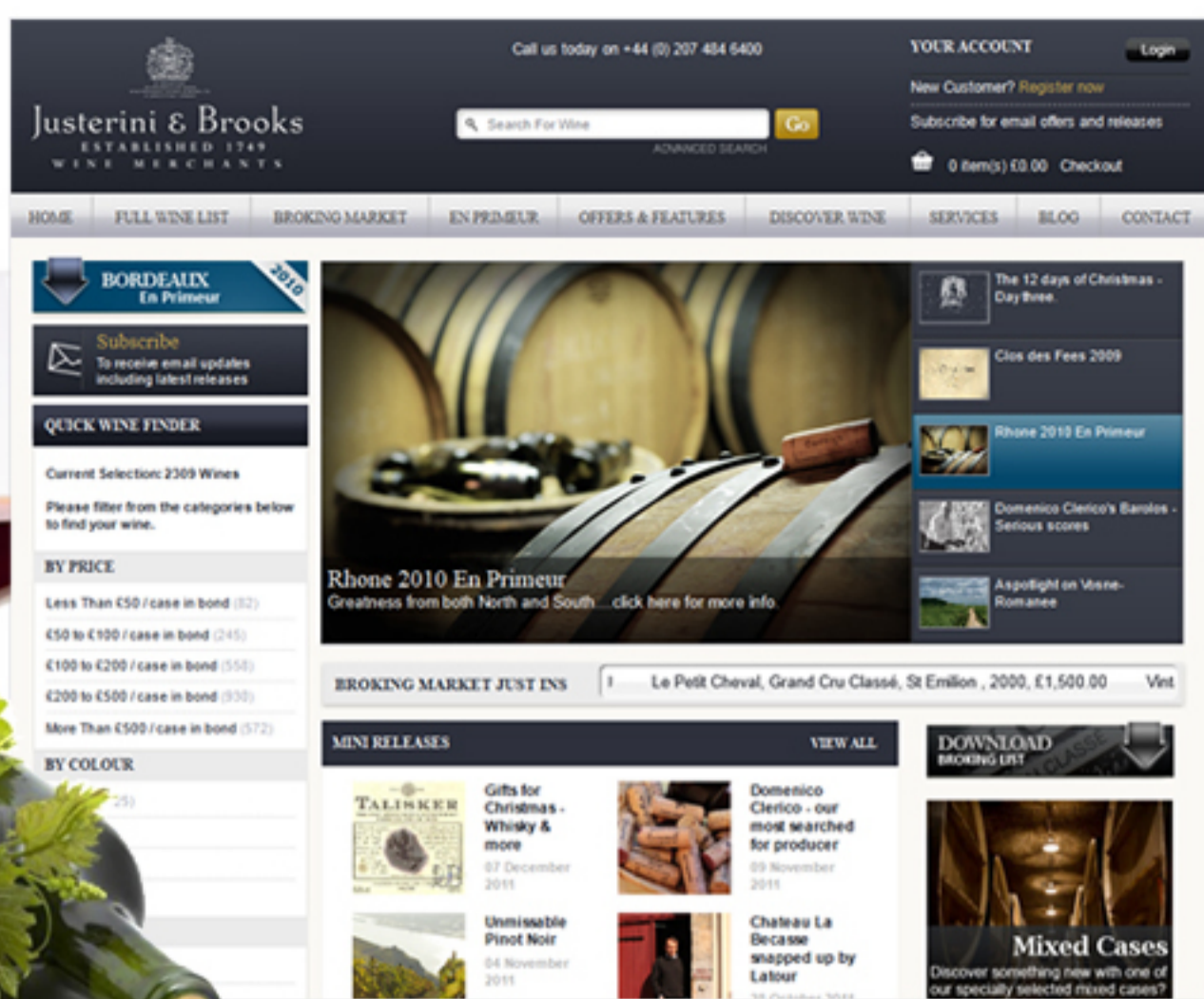


DIAGEO / JUSTERINI & BROOKS



TALKING, MANAGING & BROKING FINE WINES

"CarterLondon worked continuously with Justerini & Brooks developing our platforms from 2003 to 2012, when we took the work inhouse. We found them to have a clear understanding of our brand, and equally how to reflect and translate that into an online image and experience. We are thrilled with our platform as it plays a pivotal role driving new business for J&B, as well presenting ourselves to a diverse and global client-base."

Chadwick Delaney, MD Justerini & Brooks

Project Elements

- Fine Wine E-tailing store
- Global trading platform
- Personal cellar manager
- E-Commerce solution for alcohol sales online
- Integration with internal stock systems
- Comprehensive content & marketing management
- Quick wine finder & advanced search
- Search Engine Optimisation
- Yearly marketing plan
- New product development
- Social media marketing inc. Facebook, Twitter & Blog
- Email marketing
- Banner advertising

BRIEF

To develop an ecommerce platform which would drive customer acquisition and sales, whilst simplifying internal processes. To communicate with the collectors and investors of fine wine, by speaking their language. To integrate with all the internal Diageo platforms, CRM and stock systems.

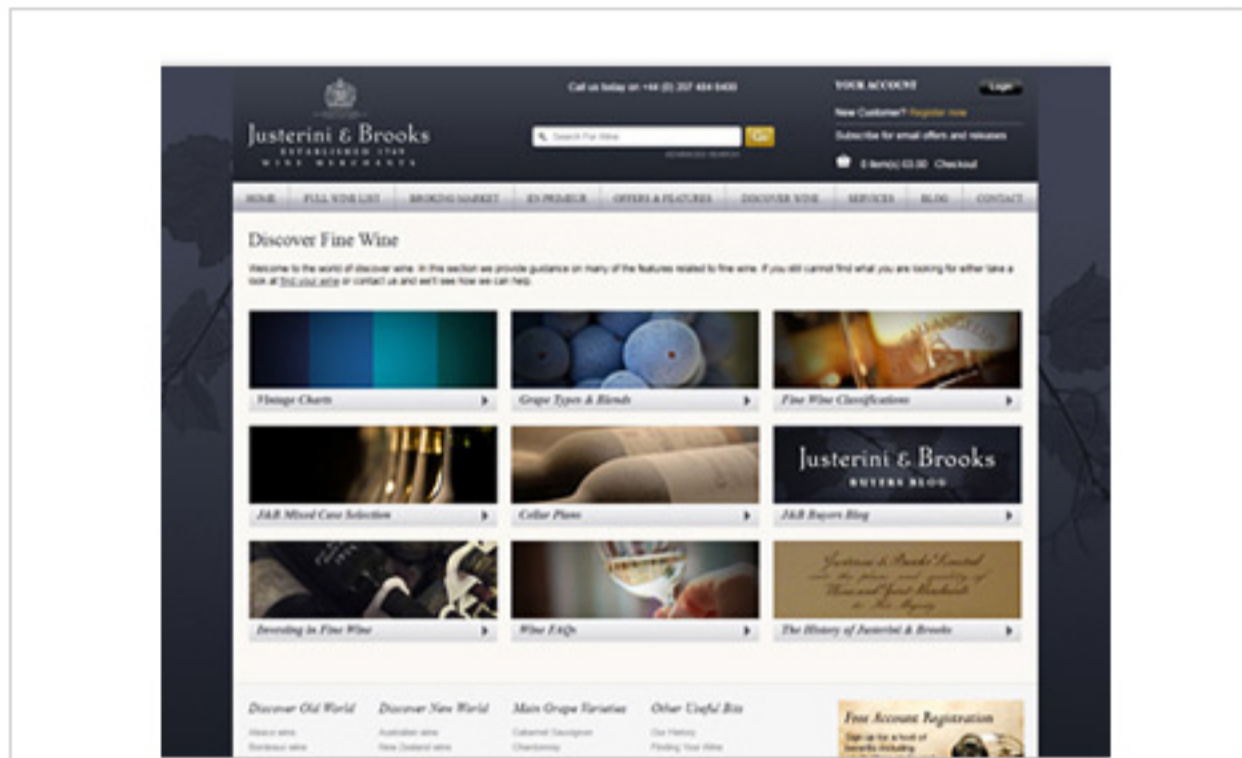
STRATEGY

Justerini & Brooks are the second oldest wine merchant globally and hold a royal warrant. Their brand of intimate, passion and financial security were key to purchasing decisions. Widening the customer base would be through a trading platform, SEO and eComms.

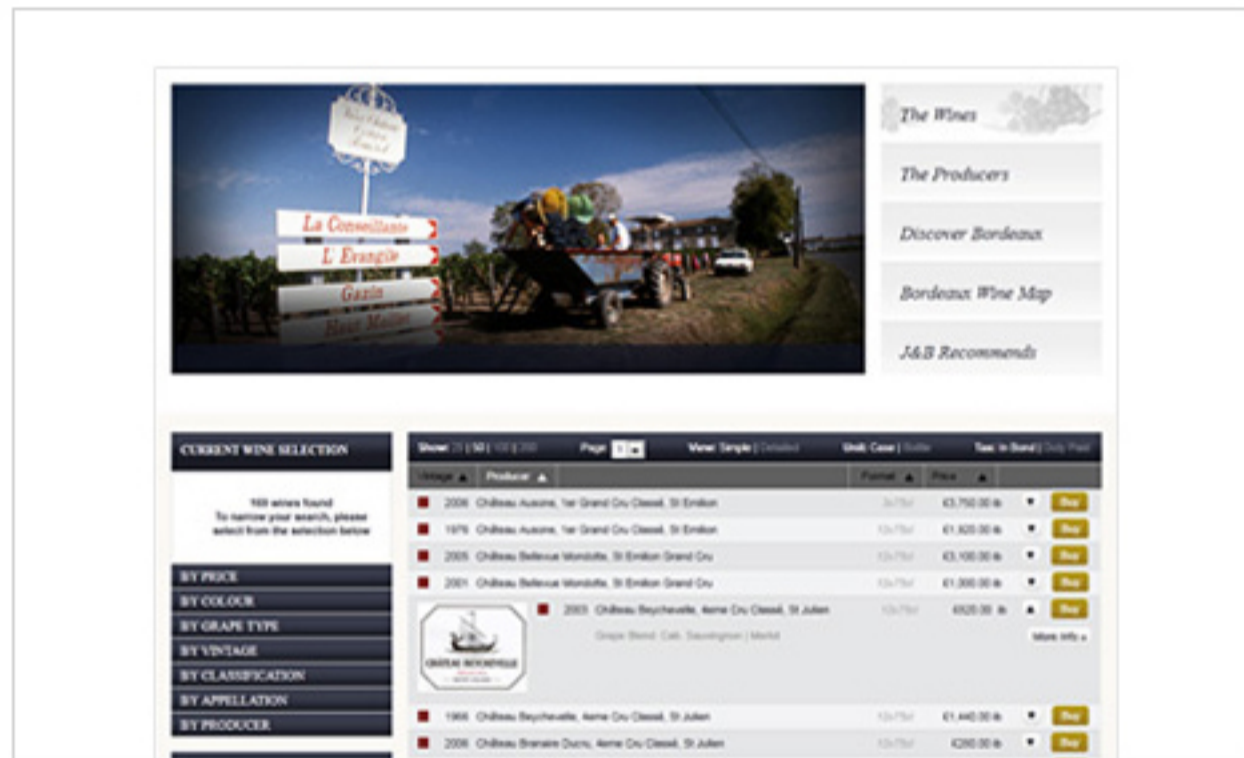
IMPACT

Justerinis.com has developed a substantial wine trading platform providing stickiness, an effective communication tool and trading revenues. Internal tools revolutionised working practices, centralised news enhanced comms and most significantly sales.

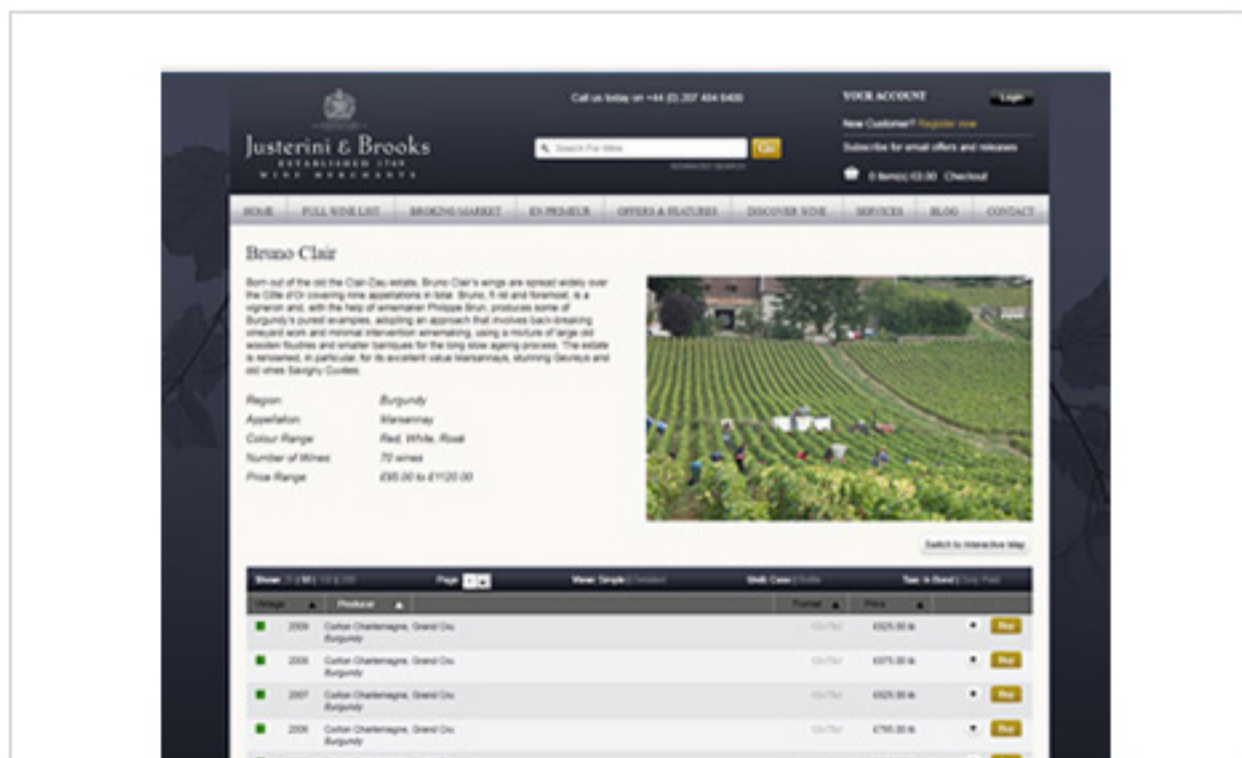
DISCOVER WINE



EXPERT TO NOVICE ARCHITECTURE



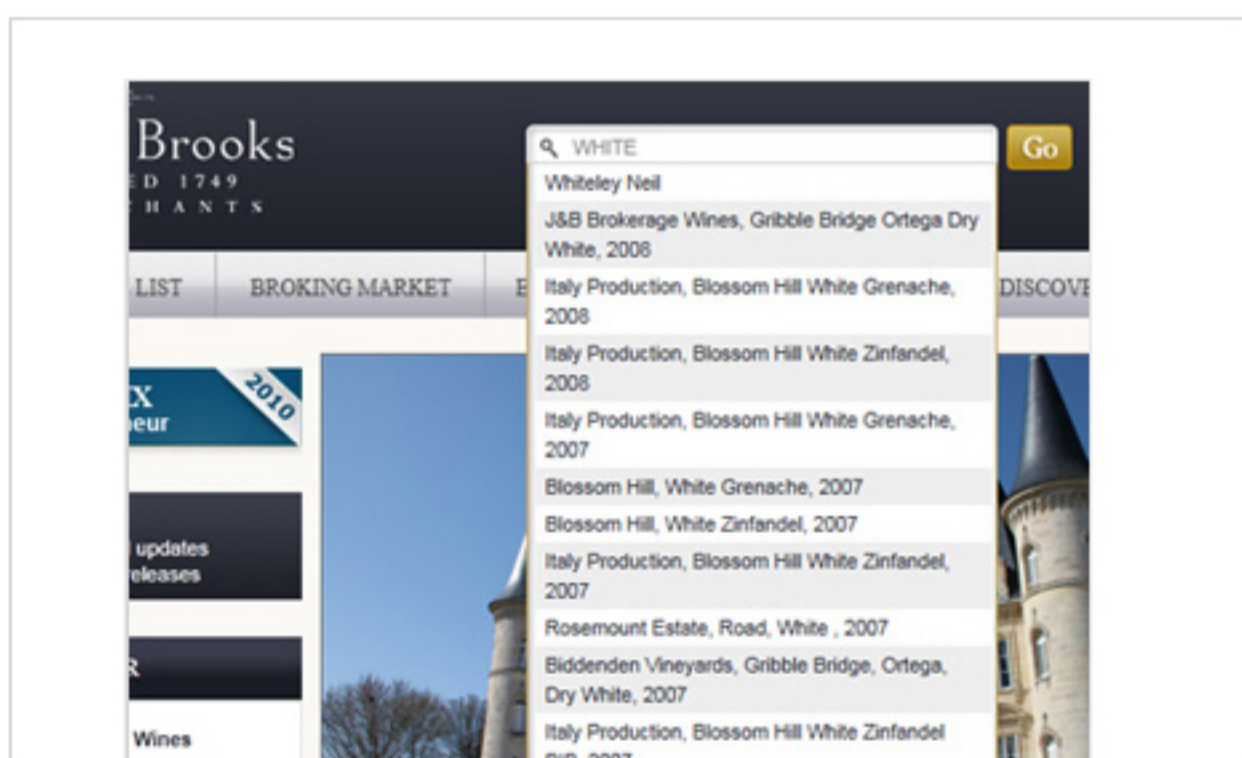
INDIVIDUAL PRODUCER PAGES



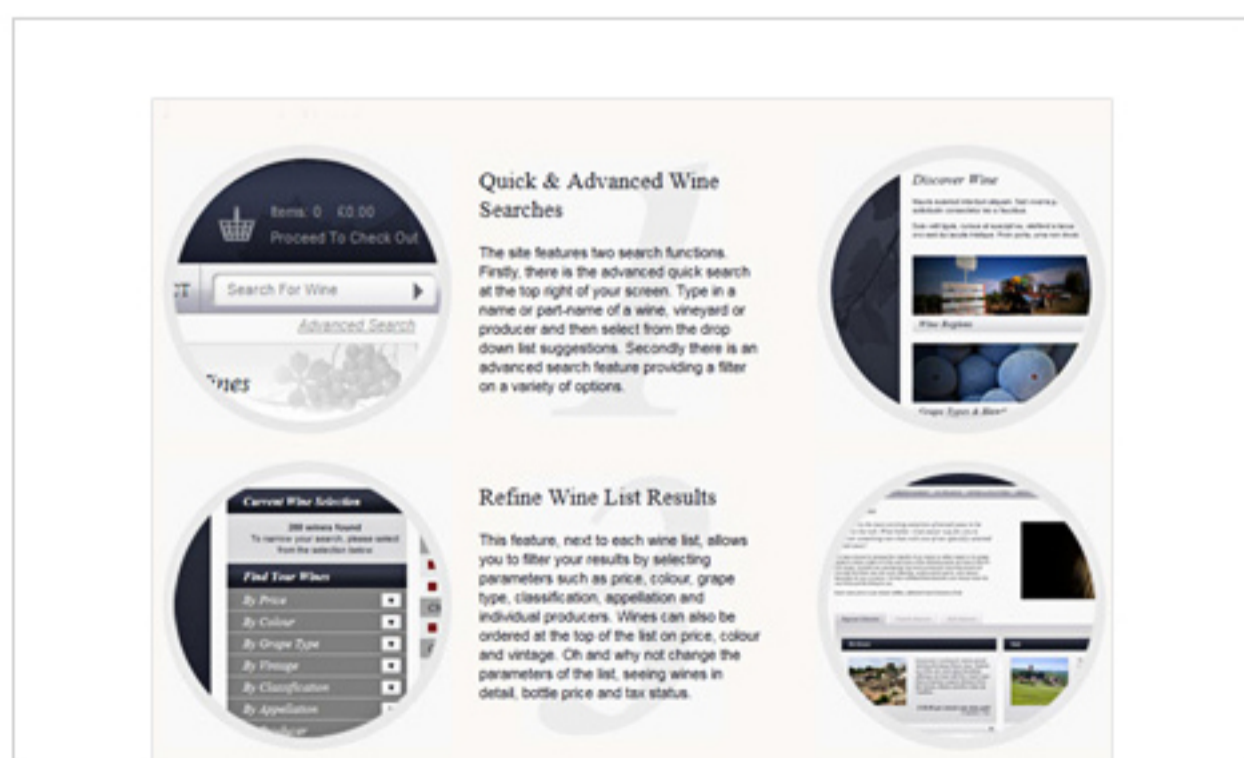
INDIVIDUAL WINE PAGES



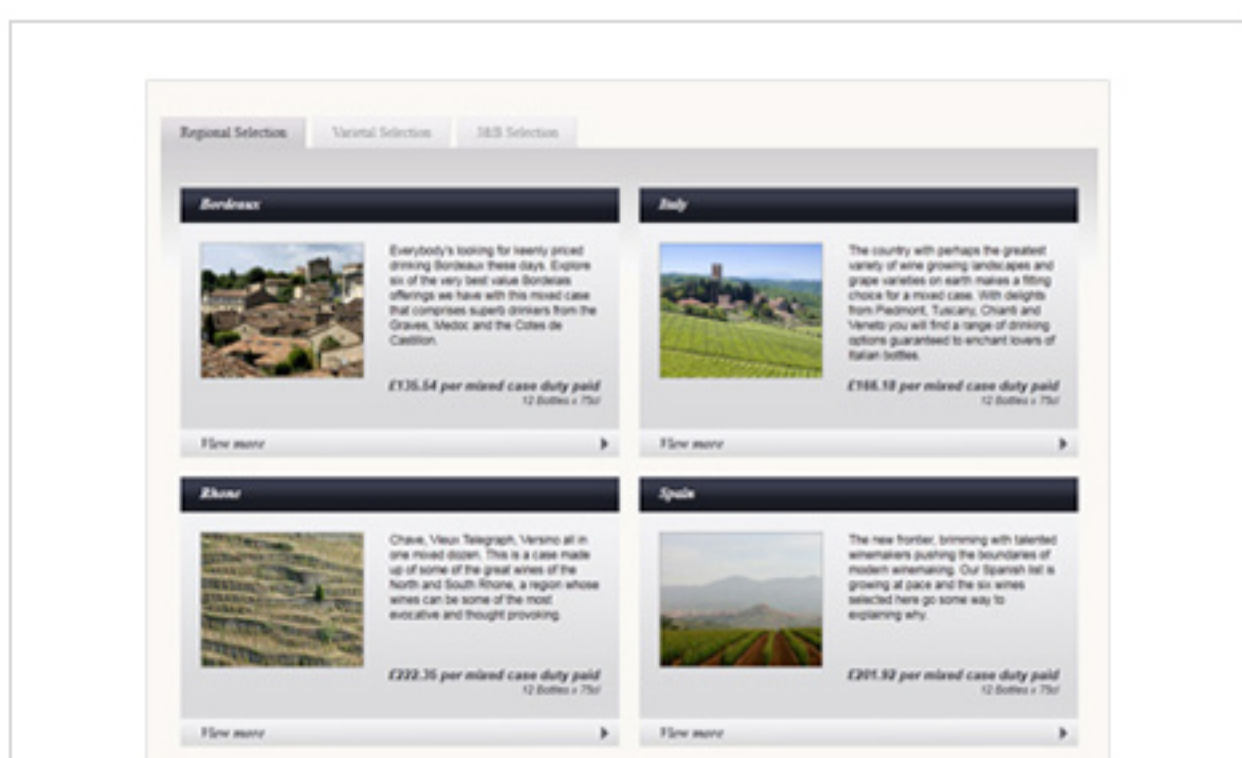
ADVANCED SEARCH ALGORITHM



MANY WAYS TO FIND THE PERFECT WINE



MIXED CASES



SPECIAL OFFERS & WINE ADVISOR

