



Sitecore
Case Study:

FrieslandCampina – Leading corporate website dedicated to milk, powered by Sitecore

Summary

Royal FrieslandCampina reaches millions of people in more than one hundred countries around the world, with its milk products, cheese, butter and ingredients. The 16,000 farmers and 21,000 employees are fascinated by the power and the possibilities of milk. FrieslandCampina aims to help people to move forward in life by getting more out of milk. As a cooperative FrieslandCampina has more than 130 years of commitment to sustainable dairy.

Challenge

FrieslandCampina assigned the Dutch internet agency eFocus to develop a website, taking into account a wide range of target groups, like the dairy world, science and education, labour market, press and media, agricultural world, customers and relevant consumers. The identity of FrieslandCampina, reflected in the style and logo of FrieslandCampina, formed an important departure, together with the vision the fusion partners had on corporate web relations.

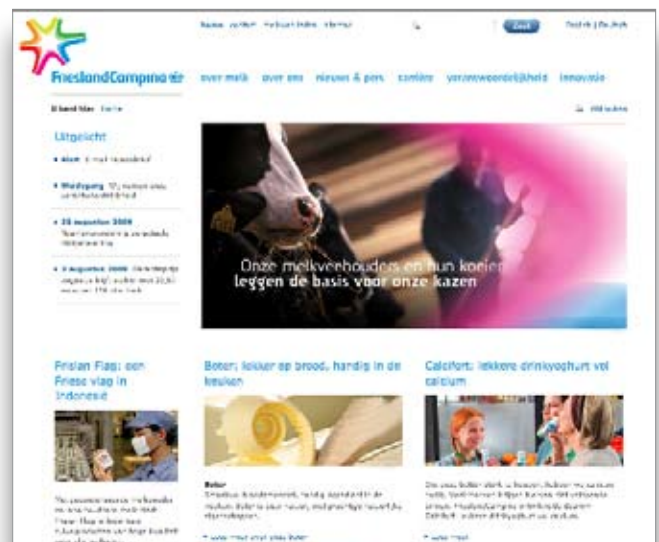
Says Gerjan Zeissink, manager of member communication and web relations, FrieslandCampina Corporate Communication, “At FrieslandCampina, we want to help people across the globe to move forward in life by getting more out of milk. That’s why it is our ambition to make our corporate website www.frieslandcampina.com a source of stories and facts on FrieslandCampina, milk and related topics.

Because FrieslandCampina was created by a merger at the end of 2008, we only had limited time to develop the first phase of our fully new corporate website on 27 January 2009. But we wanted this first release to be a solid basis, which enables us in future to improve our online communication with our corporate audiences step by step. With no future delay due to technical limitations, the technology helps our stakeholders and us to share our fascination for transforming milk into endless possibilities.”

eFocus only had 13 weeks available for creating the first release of a fully corporate website. The Sitecore framework was a key factor in being able to establish this complex project in such a short time.

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FrieslandCampina
Site
www.frieslandcampina.com



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**—Gerjan Zeissink,
manager of member
communication
and web relations,
FrieslandCampina
Corporate Communication**

Goals

Branding and reputation management

Using the online possibilities of the Internet, eFocus worked on building and increasing the brand FrieslandCampina and the reputation of this brand. To achieve this, relations with different target groups are highly focused, inserted and maintained. A visitor to the website had to be able to see and experience what FrieslandCampina stands for: milk. The site lets visitors experience what milk is and what milk means to visitors and various target groups.

Inform

The new site informs the visitor about who FrieslandCampina is, what the company stands for, what the world of FrieslandCampina looks like and which jobs are available.

Solution

The website serves a wide range of corporate target groups. FrieslandCampina introduced the new website to provide relevant information to a wide range of target groups. In this way, the relationship with very different targets is highly focused, inserted and maintained. According to Robert Leenen, senior project manager, eFocus, “Sitecore was a major factor in making it possible to build a complicated website like FrieslandCampina.com in an extremely short period of time— something I used to consider impossible.”

With the launch of its new website, Royal FrieslandCampina has also presented its new corporate identity, including a new logo. The logo represents FrieslandCampina’s ambition: to get more out of milk by producing food, drinks and ingredients that help

people move forward in life. A pure white centre radiates a spectrum of colors representing the endless possibilities of milk.

The corporate website of FrieslandCampina gives meaning to this logo. The site is the linchpin in the relationship between people, FrieslandCampina and milk. The website is all about milk and provides, in addition to information about FrieslandCampina and its products, a variety of information on the many aspects of milk.

The first release of the website is the foundation for the online environment of FrieslandCampina. Future releases are planned for further expand of the online strategy of FrieslandCampina.

Technology Highlights

eFocus has made FrieslandCampina.com into a very voluminous site with a lot of functionality such as an interactive storybox, video integration, wiki, milk facts, Q&A, news, events, a tag cloud, download center, innovations, products, brands, testimonials, search possibility and automatic language selection. A particular feature in the website is matching related content by linking different types of content to a central list of meta-tags. This is used for all kinds of content: from articles and wikis to links and teasers.



Sitecore’s Web Content Management System (CMS) and portal software solutions enable companies to deliver compelling web experiences. Sitecore’s award-winning CMS software makes it easy for businesses to create and update dynamic, full-featured websites of all types. Sitecore’s industry leading flexibility and scalability allows companies to better leverage their content, improve customer experience and drive business growth.

Thousands of public and private organizations, including national governments and Fortune 500 companies utilize Sitecore solutions for their websites. These organizations have created and now manage more than 20,000 dynamic websites with Sitecore including Microsoft, Sara Lee, Siemens, Toshiba, Omni Hotels, Computer Associates, ISS and Atlanta Falcons. Sitecore has offices and representatives in more than 50 countries around the world.

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