



# WEBELITE

THINK ▶ SOLVE ▶ REPEAT

Case Study ▶ Carhartt, Inc.

**Carhartt Inc.** ▶ <http://www.carhartt.com>

## When we helped Carhartt create its corporate web presence showcase, everything just clicked

Refreshing Carhartt's branding and image with ideas that work

### FINDINGS

- ▶ Traffic to Web site triples within six months after launch
- ▶ Retailer support doubles in same time period
- ▶ Built-in customer feedback mechanism continuously improves site to meet customer needs
- ▶ Integrated site administration for in-house up-keep slashes maintenance costs

### SITUATION

For more than 110 years, Carhartt has manufactured the most rugged, high quality workwear on the market. When Hamilton Carhartt stitched his first pair of overalls, he had no idea the level of loyalty his products would attract. It's this kind of die-hard dedication that has made Carhartt more than just a brand—it's a legacy. Carhartt's first Web site did its best to outline current product offerings, but it left customers wanting more.

### CHALLENGE

Carhartt challenged Web Elite to find the solution its customer wanted. When Carhartt launched its original site, it was little more than an online catalog for potential customers and retailers interested in carrying the line. The company soon found its expanding product line required a new solution that would be fast, easy and cost-effective to update. Carhartt also felt its customer loyalty demanded the new site strengthen the brand and image of the company's products; it needed bigger photos, size charts, material selections. Adding to the challenge, Carhartt also wanted to:

- ▶ include an element of fun
- ▶ educate visitors about the company and its products
- ▶ integrate interactivity to explain unique product features
- ▶ recruit retailers to expand brand presence in the marketplace

Think of a way to reinforce the Carhartt brand with an entertaining, easy-to-use and consistent online image. Web Elite's creatives donned their Carhartt duds and got a little passionate about this challenge.

### RESPONSE

Web Elite responded with the solution Carhartt wanted—a product showcase that reaches both end-users and retailers with the same interface. Taking cues from Carhartt's existing image standards, the site design includes a consistent set of colors and typestyles to bolster the brand. Carhartt's heritage and tradition are reinforced throughout the site with quotes from Hamilton Carhartt, to acquaint visitors with the company's product leadership. A autobiographical Flash story further brings the company story to life.

Usability is enhanced through features like an advanced database-driven product finder; "breadcrumb navigation" which automatically evolves so visitors can easily trace the path back to previously viewed pages; and, online help – "what's this?" links which explain how to download applications for proper viewing or how to fill in forms.



## Services

Consulting and strategy,  
Web development,  
application development  
(interface design)

## Standards

DHTML and strict  
adherence to Carhartt's  
Web branding and  
identity system

## Technology

SQL, QuickTime Virtual  
Reality, QuickTime  
Movies, Macromedia  
Flash



Web Elite's solution also enables visitors to explore product features by literally taking Carhartt clothes "for a spin" through virtual 3-D product views or experiencing a devotee's "rugged tale." Carhartt Interactive allows customers to experience materials, linings, construction and durability through QuickTime Movie product demonstrations. The end result:

- ▶ a creative application of technology to bring customers closer to the products they love
- ▶ one seamless interface for managing customer needs and recruiting retailers
- ▶ built-in customer feedback encourages continuous site improvement
- ▶ integrated site administration enables Carhartt to keep up the site without the added expense of a maintenance contract

## TECHNOLOGY

Web Elite's solution utilizes a custom database-driven back-end so Carhartt can update the vast majority of the site at any time: retailer listings, user stories, product catalog, employment opportunities and more. The design integrates a simple, forms-based administration system which utilizes standardized variables to add or update content with instant site refresh.

## GETTING RESULTS

While the redesigned Carhartt.com is only a few months old, Carhartt is already finding that Web Elite's solution is working to its benefit. Not a bad thing for a company that relies on strong branding to drive sales.

Communications Coordinator Paula Steele considers the Carhartt.com a resounding success.

"Web Elite did a fantastic job of making sure the solution was great for Carhartt and great for the brand. The solution capitalizes on key product features through 3-D product views and interactive videos to push the product through retailers to end-consumers. We also find it extremely helpful that we can automatically update the site based on our customer needs. We are very proud of Carhartt.com and its ability to showcase and demonstrate why our products are the most rugged, high quality workwear on the market."

"When we looked for an internet consultant, we felt an organization like Web Elite would be ideal. Web Elite has the expertise, the technology and the creativity to take us where we need to go."

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