

LYONSCG CASE STUDY

Multi-Brand eCommerce Solutions

LYONSCG launches dozens of sites for more than 20 Jarden brands



Jarden Corporation is a leading global consumer goods company with a strong portfolio of brands including Coleman, Mr. Coffee, Oster, Sunbeam, and Rawlings. When it comes to managing such a wide variety of brands in a wide variety of industries, the company understands the value of strong brand identities and operational efficiencies.

These same tenets apply to Jarden's branded online experiences. Jarden was searching for a trusted partner who could build an international digital commerce strategy for more than 20 of its brands, launch them on a robust, scalable platform, and design a specialized customer experience for each.

HIGHLIGHTS

LYONSCG Services

- Digital Marketing
- eCommerce Implementation
- Experience Design
- Application Support

Commerce Platform

- Salesforce Commerce Cloud

Key Integrations

- SAP PIM
- Experian QAS
- Vertex
- Cardinal Commerce
- Paymetric
- Amazon Pay
- Pay Pal
- Cybersource (CA, AU, Fraud)
- Listrak
- Personali

CHALLENGE

The most significant challenge Jarden faced was quickly launching all of its branded sites, rolling out sites for businesses in Canada and the UK, and giving each brand a unique look and feel. This challenge required a partner with platform expertise, design methodology, and operational efficiency to create a localized, scalable solution that could be quickly implemented and supported post-launch.

Jarden also wanted to build and implement "switchable" functionality within each site. These functions would enable business users to easily toggle site functionality "on" or "off" to meet the needs of customers, and simplify site creation and optimization.

Operationally, Jarden needed a very high level of governance and scalability to manage its broad family of digital brands. The company wanted to train internal resources on the new platform, allowing them to optimize and manage the sites instead of relying on expensive contractors; this required a committed partner willing to provide co-development services while ensuring best practices.

SOLUTION

Jarden turned to LYONSCG to address their challenges and create a scalable digital commerce solution. LYONSCG built a master architecture framework on the Salesforce Commerce Cloud enabling Jarden to easily create and manage sites for many of their brands, markets, and geographies.

After building the master framework, LYONSCG created stylish, unique designs for each brand's site. Jarden now had a scalable foundation to build its digital experiences, and new designs to differentiate its brands around the world.

SOLUTION (Continued)

To enable Jarden to customize and control each site, LYONSCG developed switches for important functionality within the master site framework. Now, Jarden can easily switch functionality “on” or “off” for each site, as well as new ones. For example, UK consumers prefer a “sticky” shopping cart as they scroll, so Jarden can simply adjust this function as needed.

LYONSCG went a step beyond launching these new sites and actively engaged internal Jarden resources throughout the process, allowing them to hone their development skills and become familiar with the platform before the sites went live. This enables Jarden to manage everything internally, without the need for expensive third-party resources or intense specialization.

OUTCOME

Over the course of less than two years, LYONSCG leveraged its platform expertise and proven best practices to launch more than 50 sites for more than 20 brands in 3 countries.

After launching the initial branded sites, LYONSCG was able to roll out subsequent international sites every 2 or 3 months. This efficient process established Jarden’s digital footprint in the US, Canada, and UK from sporting goods and camping equipment to kitchen appliances and drink mixers.

Jarden now has effective digital experiences that can be easily managed and optimized as the businesses expand into new markets and new territories.

