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Bakers Delight takes out two national web awards

Bakers Delight has been recognised in the SmartCompany Web Awards 2010 taking out the Best Design and Best Large Company Website (more than 20 employees).

The company's re-branded website www.bakerdelight.com.au was launched in June as part of the company's new strategic platform focused on expertise and authenticity, and has been clocking up an average of over 1,200 unique browsers per day.

Kendra Teasdale, Group Corporate Communications Manager at Bakers Delight, explained the brand's new position, 'We're for real,' has underpinned all communication channels including the website.

"The biggest challenge was embracing a completely new brand direction and implementing the design on an existing site structure," said Kendra.

"The new brand direction took on a more authentic, genuine feel to what was previously depicted as a fun loving brand. The objective was to showcase what makes Bakers Delight 'real' across all areas, from product, baking methods, community and their people – and representing this online," she continued.

One of the main design features of the re-branded Bakers Delight website includes incorporating above-the-line and in-store elements to create an absorbing and compelling experience for users. The result includes crinkled natural paper background texture, new font and imagery showcasing natural ingredients – accentuating a bakery feel, and reiterating to customers the real, authentic nature of Bakers Delight.

Kendra Teasdale acknowledged the team at digital agency Visual Jazz, for bringing the Bakers Delight brand strategy to life online. "Visual Jazz has been integral in aiding the design and production of our updated website, embracing the brand and enabling Bakers Delight to stay dynamic and ahead of the curve when it comes to digital communications."

The SmartCompany Web Awards attracted more than 160 entries from websites around the country and were judged by a team of internet experts, including DTDigital's Leonie Roberts, Reseo's Chris Thomas, GoDigital Media's Benjamin Mithcell, and Credit Card Finder's Fred Schebesta.

This is the second year the Web Awards have taken place, with the aim to discover and recognise Australia's top business websites changing the online landscape.

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About Bakers Delight:

Bakers Delight, Australia's most successful bakery franchise was established in 1980 as a single bakery on Glenferrie Road in Hawthorn, Melbourne. An Australian owned company, Bakers Delight boasts over 700 bakeries employing more than 15,000 people, serving 2.5 million regular customers per week throughout Australia, New Zealand, and Canada.

Bakers Delight has been a major corporate partner of Breast Cancer Network Australia for nine years, raising almost \$4.5 million within this time. Through its bakery network, the company donates approximately \$143 million in bread to charities each year. In 2009, Bakers Delight was recognised for its commitment to community, health and environmental practices taking out the Franchise Council of Australia 'Franchisor Social Responsibility Award.'