

# MCN

MultiChannelNetwork

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## Custom built competitions

MCN needed a front-end website design, and a smart competition management tool to handle the multiple competitions launched every month.

### Objectives:

- Redesign the site to reflect the brand.
- Ensure the site provided an excellent and seamless user experience.
- Enable efficient in-house updates direct to the site.
- Build a tool that was user friendly and easy to understand.

### Solution:

MassMedia designed a new website which not only had a logical layout and improved usability, but also strongly enforced the MCN brand with its use of punchy copy and striking graphics. The site was built to foster MCN's relationship marketing program, constantly capturing insightful customer data.

To back up the site, MassMedia created a user-friendly template-based competition publishing system. This custom built tool allowed the client to utilise a number of modifiable templates for online competitions. This ensured the website maintains a consistent look and feel and allows non-technical users to create site content easily. The system was fully integrated with MassMedia's Traction campaign management platform, which manages MCN's promotion communications and reporting.

### Outcome:

As a result of the tool, competition set-up times have been reduced from several weeks to one day. The automated competition lifecycle function has also allowed easy competition scheduling and now all competition mechanics and templates have been standardised.

MCN manages the process entirely in-house and MassMedia are continuously working to add new features to the promotion builder. Within six months of the re-launch, the site was receiving between 15,000 to 25,000 entries per competition and building a valuable database for MCN.