



www.sunseekers.com



objectives

- deliver a world leading brand experience through the web
- provide a single source of accurate product information
- create consistency in dealer websites
- provide Sunseeker with email marketing and hosting solutions

results

- positive reviews and feedback from high net worth target audience, particularly non english speaking
- increased new & repeat visitor levels
- increased referral of web traffic to distributor sites
- 21 distributor sites re-launched using templates, integration & support from appius

Sunseeker

Sunseeker is a global leader in the design and build of luxury motor yachts. Sunseeker International is widely recognised as the pre-eminent marine brand in the world today.



- Appius were challenged to produce an inspirational product and lifestyle site for this world leading brand
- the site gives an uncompromising rich experience for high spending prospects
- extensive use of animation and video provides a full multimedia experience
- content management via ASP web forms and Flash / XML solution

a full multimedia experience

"The new site is a crucial part of our communications strategy, it's important that we keep customers, future customers and the media up to date with our development. This technology gives visitors an even better experience of what our products have to offer"

Robert Braithwaite MBE, Managing Director of Sunseeker International.