



## CASE STUDY : WEBSITE & CONTENT MANAGEMENT SYSTEM



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FOR MORE INFORMATION, CONTACT US ON 1800 632 341

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CHICKEN TREAT  VIVID GROUP

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When Chicken Treat recently undertook extensive rebranding and marketing activities, they partnered with Vivid Interactive to ensure these activities were carried through to the company’s website.

Chicken Treat’s brief to Vivid Interactive was that the website needed to be contemporary, user-friendly and reflect the company’s core brand values and business goals.

With more than 60 stores across Western Australia, the Chicken Treat brand is renowned for its fun, genuine, and friendly approach as well as its dedication to quality and service. Vivid Interactive’s team worked closely with Chicken Treat to ensure the site reflected these values.

What Chicken Treated needed was a contemporary and fresh way to inform customers about all aspects of the business, whilst reinforcing its image as a professional fast food retailer.

Vivid Interactive worked with Chicken Treat to update the site from an internally designed basic HTML site, to a comprehensive and interactive site with a wealth of information and high quality graphics.

Visitors to the site can use the store locator to find their nearest Chicken Treat store’s opening hours and contact details; view nutritional information for each regular menu item; and keep up-to-date with what’s new at Chicken Treat.

Chicken Treat and Vivid Interactive also worked together to create two new sections dedicated to franchise and job opportunities. The Franchise Opportunities page provides a wealth of information on Chicken Treat’s franchising program, including current franchise opportunities, benefits of franchising and a frequently asked questions page. The Job Opportunities section provides information on current job opportunities, retail traineeships and work experience available at Chicken Treat, and even allows people to apply for a job online.

The site’s flexibility allows Chicken Treat to make timely alterations in-house, such as alerting potential customers to new promotions and products, adding new competitions, updating menu items and store details, and amending job vacancy details when new job opportunities arise.

The site is also children-friendly with a fun section dedicated to ‘Kids Stuff’. The Kids Stuff area includes information on kids meals, online competitions and school project information.

Chicken Treat is pleased with the positive feedback the new site is receiving from staff and customers, and is already reaping the rewards of their hard work, with its human resources team receiving a staggering 50 online job applications in the first four days of the site being live.