



CHOICE chooses a new look online

SYDNEY, December 17, 2009: CHOICE Online, the online arm of Australia's leading consumer advocacy group, has revealed its newly designed website by STW's Group's Moon Communications Group.

Tasked with recreating CHOICE Online's digital strategy and online design, the new site delivers a personalised user experience, allowing engagement with both CHOICE and other members.

As part of the redesign Moon developed the brand blueprint, created the tone of voice and website design, including contribution to the information architecture, design and HTML, and email communication design.

Moon also worked with Next Digital, who provided the CMS and front-end integration for the project.

The site redevelopment also seeks to drive online subscriptions and decrease membership turnover.

Moon was appointed as digital creative agency for CHOICE Online in March this year following a competitive pitch.

CHOICE Magazine Publisher, Anny Friis said: "Moon presented a pitch for our website redesign and digital strategy that not only showcased CHOICE as a modern and vibrant organisation, but also puts the consumer at the centre of our research and testing work – which is where they belong.

"The online communications platform that Moon has helped CHOICE to create is already unlocking the power of Australians and helping CHOICE to create the most savvy and active consumers in the world," she said.

Moon Managing Director, Anouk Darling, said the new site will elevate CHOICE to the next level as an integrated publisher, with features and design relevant to both existing and prospective members.

"The new look and functionality of the site complements the business objectives of CHOICE, and we expect to see an improvement in subscription uptake and renewal quite soon," she said.

CHOICE is an independent publisher of consumer information and is the largest consumer organisation in Australia. In addition to testing products, CHOICE conducts research across a wide range of consumer services and lobbies government and regulators on behalf of all consumers about key consumer detriment issues.

Moon Communications Group is part of STW Group, Australia's leading marketing content and communications services group. Moon specialises in delivering creative brand, retail, advertising, digital and interactive solutions.

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