



## Whereis website shows how to find out more

**Melbourne, 19 November, 2009:** Leading digital agency, DTDigital, part of the STW Group, has designed a new website for Sensis under the Whereis brand, to provide information and support for users of GPS navigation systems.

Whereis engaged DTDigital following a successful pitch to develop an overarching website strategy, design and technical platform, and online advertising. Building on the Whereis brand's established tone of voice and drawing on its product strength, DTDigital created a compelling and highly useful destination for consumers planning to – or who already have - purchased a GPS navigation system. It also targets B2B customers.

The site includes in-situ instruction videos to help users get maximum value from their devices, customer support tools including easy anomaly reporting to give users confidence that anomalies in maps are identified and corrected, and simple tools for finding relevant Whereis map updates. The site will run in tandem with the [www.whereis.com](http://www.whereis.com) site (which will be unaffected) and will also use competitions, update discounts and promotions to drive website traffic.

Whereis Marketing Manager, Andrew Ford, said the new website aims to provide a destination for customers seeking GPS related information, establish a system of effective e-commerce for the business, and create a market leadership position for the brand.

“The strategy DTDigital has developed for the website will help it become the single most useful destination for potential and current GPS device consumers, further reinforcing the Whereis reputation as a trusted consumer brand.

“The business benefits of the new site include increasing the sales of map updates and further building a market leadership position for the Whereis brand.”

DTDigital Managing Director, David Trewern, said: “To achieve Whereis' market aims, we designed the site to focus on user needs to pinpoint genuinely useful content and functionality. Offering value to customers in this way will establish Whereis as the authoritative source for information about all GPS devices and services.”

Ford continued: “The functionality of the new website confirms the Whereis brand as a market leader in maps and GPS as it allows us to engage with our customers with content and functionality that is valuable not only for present day products and services, but the future of the industry at a category level.

“DTDigital have a proven process for delivering world-class digital solutions, and extensive experience in defining, designing and building e-commerce applications for large scale organisations, and again we are excited with the results of their work.

The launch of the new site has also been accompanied by above-the-line activities by BadjarOgilvy.

The new site can be viewed at [www.whereismaps.com.au](http://www.whereismaps.com.au).

DTDigital is part of OgilvyOne Worldwide, and STW Group, Australia's leading marketing content and communications services group.

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