



Driving KraftMaid Customers' Purchase Decisions...

Situation

Ascentia by KraftMaid is a trend-forward cabinetry line available in select Home Depot locations throughout the country. This mid-priced product is targeted at young consumers who may be buying their first homes or older consumers who are “trading down” and simplifying their living spaces. KraftMaid asked Rosetta to develop a companion website that would enable the consumer to experience Ascentia cabinetry and learn about the product’s styles and benefits.

Solution

Rosetta developed a site that showcases Ascentia cabinetry and offers rich product information, buying advice, decorating help, and design content. Rosetta also developed the Interactive Style Explorer, a Rich Internet Application that enables users to browse and print Ascentia cabinetry finishes, door styles, decorative hardware, and storage options. In addition, Rosetta provided KraftMaid with an easy to use content management system built on Microsoft SharePoint 2007 and a store locator that allows consumers to find Home Depot stores that carry the product.

Results

- Rosetta built a site which helps the consumer personalize the experience and drives purchase decision.
- Since Ascentia is sold exclusively at Home Depot, Rosetta designed the site to educate and prepare the consumer prior to their visit to Home Depot.
- In addition, Rosetta won a WebAward from the Web Marketing Association for Outstanding Website for this work with Ascentia Cabinetry.