ASOS x Intel: Cupom Website

"TRANSFORMING INTEL'S ONLINE PRESENCE THROUGH INNOVATIVE OMNICHANNEL MARKETING SOLUTIONS."

INTRODUCTION

In the fiercely competitive tech industry, maintaining a robust online presence is a crucial task. ASOS, a leading player in omnichannel marketing, was entrusted with the responsibility of revitalizing Intel's "Cupom Website," a sports-oriented platform. The project was not just about building a website, but creating an engaging platform that could seamlessly integrate multiple channels and provide a unique user experience.

RESEARCH AND DEVELOPMENT

The challenge was complex and required a comprehensive strategy. ASOS, under the leadership of Laida, the Head of Omnichannel, embarked on an in-depth research and development phase. The team explored various strategies, focusing on user experience and seamless integration of multiple channels, to meet Intel's specific needs.

CLIENT CONTEXT AND CHALLENGES

Intel, a tech giant, was seeking to enhance its online presence and better connect with its audience. The "Cupom Website" project was initiated with this goal in mind. The challenge was not just about building a website, but creating an engaging platform that could seamlessly integrate multiple channels and provide a unique user experience. The stakes were high and the task daunting, but ASOS was ready to rise to the occasion.

THE SOLUTION

Laida and her team designed and implemented a comprehensive omnichannel strategy. They ensured that all aspects of the website-from content creation to user interface design-were optimized for seamless integration across various platforms. The team focused on creating an engaging user experience, incorporating advanced features that would meet Intel's specific needs while also appealing to the wider audience of sports enthusiasts.

IMPLEMENTATION & COLLABORATION

The project's implementation required close collaboration between ASOS and Intel. Together, they navigated the complexities of the tech industry, worked through challenges, and adapted strategies as needed. This collaborative process allowed them to refine their approach continually, learning valuable lessons about the importance of flexibility and open communication in successful project delivery.

RESULTS & IMPACT

The "Cupom Website" had a significant impact on Intel's online presence. The new platform not only enhanced Intel's engagement with its audience but also solidified its position in the tech industry. While specific metrics were not disclosed, the project's success was evident in the positive feedback and increased user engagement on the website.

CUSTOMER/CLIENT REFLECTION

"Working with Laida and her team at ASOS was a game-changer for us. Their innovative approach to omnichannel marketing transformed our 'Cupom Website' into an engaging platform that truly resonates with our audience." - Intel

TESTIMONIAL/PROVIDER REFLECTION

"This project underscored our ability to deliver effective omnichannel solutions in a challenging industry, reinforcing our reputation as leaders in our field. We remain committed to helping clients navigate the complexities of omnichannel marketing, ready to take on new challenges and continue delivering exceptional results." - Laida, Head of Omnichannel, ASOS

CALL TO ACTION

To learn more about how ASOS can help you navigate the complexities of omnichannel marketing, contact us today.

\*\*Provider:\*\* "The collaborative process with Intel allowed us to refine our approach continually, learning valuable lessons about the importance of flexibility and open communication in successful project delivery."  
- \*\*Provider:\*\* "The impact of the 'Cupom Website' on Intel's online presence was significant. It not only enhanced Intel's engagement with its audience but also solidified its position in the tech industry."  
- \*\*Provider:\*\* "Our focus was on creating an engaging user experience, incorporating advanced features that would meet Intel's specific needs while also appealing to the wider audience of sports enthusiasts."