

CASE STUDY • EXPERIENCE THAILAND



SUMMARY	Developed an identity and Web site for the Tourism Authority of Thailand in preparation for their participation at the World's Fair in Hanover, Germany, Summer 2000
GOAL	To develop an identity and Web site in less than 2 months
MY ROLE	Web Producer
USER PROFILE	General Traveler • Convention Planner • Importer/Exporter • Professionals
BUDGET	~\$200,000
TIMELINES	2 months
DELIVERABLES	Strategy Document • Brand Documents • Site Map • Page Schematics • Design Comps • Web Site • Brand Style Guide



- CHALLENGES**
- Two month timeline required for identity and Web site delivery in time for World's Fair
 - Lack of Thai culture expertise internally to create content
 - Virtual team of 10 spread between San Francisco and Los Angeles; team grew to include up to an additional 10 contractors on staff
 - Tourism Authority of Thailand had limited resources (content and time) to contribute towards the project

- SOLUTIONS**
- Developed a Flash site that enabled online users to “virtually experience” Thailand
 - Highlighted 5 areas: business, culture, nature, shopping & cuisine, leisure
 - Included narratives of fictitious tourists, citing their Thailand experiences
 - Included Thai music and sounds in Flash animations to complete the user experience; “branded” each section of the site with musical background sounds
 - “Personalized” the experience by using images, sounds, and text to draw users to the channel best for them by appealing to their interests
 - Met with staff from Tourism Authority of Thailand weekly for status meetings and sign-off
 - Obtained marketing materials from Tourism Authority for site content; collaborated with expatriot in Thailand to better understand the culture

- RESULTS**
- Project delivered to the booth at the World's Fair on time and within budget
 - Visitors to the Thailand exhibit took the “virtual tour” during the World's Fair; estimated traffic at the “virtual tour” was 50/day
 - Site was used as a demo to interest potential visitors to Thailand at the URL www.experiencethailand.com for over a year



Mary Brodie 415.239.7367 or 415.577.6100 mfbrodie@gearmark.com <http://www.gearmark.com/>

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