



AUCTANE: BRAND EVOLUTION

HOME PAGE 2.0

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06/10/2021

HOMEPAGE BRIEF

THE GOAL: Position Auctane as a product brand, not just a hiring brand.

THE ASK: Use the homepage to tell our story not only as a family of brands, but specifically a portfolio of products and shipping solutions built to help entrepreneurs effortlessly move their ideas, dreams, and innovations around the globe.

CREATING A COLLECTIVE VISION

What binds these brands and products together—What is the unified story?

How does our customer's success become Auctane's story?

Telling a story means owning a space—articulating a conceptual framework for action.



A MANTRA (THEME)

{ distillation and articulation of your mission and identity }

MAKE YOUR PRODUCT **MOVE**

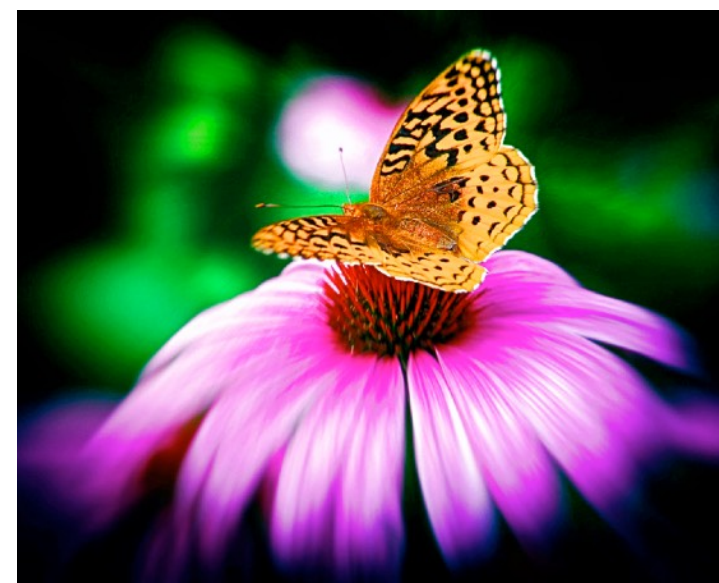
MAKE BUSINESS **MOVES**

MOVE IT OR LOSE IT—LITERALLY

THIS IS A **MOVE** OR MISS WORLD

THE **MOVEMENT** MAKERS

HOW DOES “MOVEMENT” LOOK/FEEL—ATTITUDE



ENERGY
LIGHT
BRIGHT
DYNAMIC
POWERFUL
EVOLUTION
RENEWAL
ACTIVE
BOLD
FREE
OPTIMISTIC

SOMETHING FOR EVERYONE

DEFINING STRUCTURE, CONTENT AND ORGANIZATION

CUSTOMERS

- Product Finder
- Contact Information
- FAQs
- Products and Solutions Section
- LOGIN
- Chat
- Accessibility
- Documentation
- Tools/Resources
- New Product Release Events
- Newsletter

EMPLOYEES (POTENTIAL)

- About Us Section
- Company Strategy
- Leadership
- Careers
- Location
- Sustainability
- Community
- Employee Newsletter

PARTNERS

- Partner Section
- Partner News
- New Partners
- Partner Opportunities
- Partner Case Studies
- Tools and Resources
- LOGIN

MEDIA

- Newsroom
- Product Launches
- Corporate Responsibility
- Blog
- Media Relations
- Social Links

INDUSTRY LEADERS

- Thought Leadership (content)
- News
- Product Launches
- Community Information
- Strategic Initiatives
- Newsletter

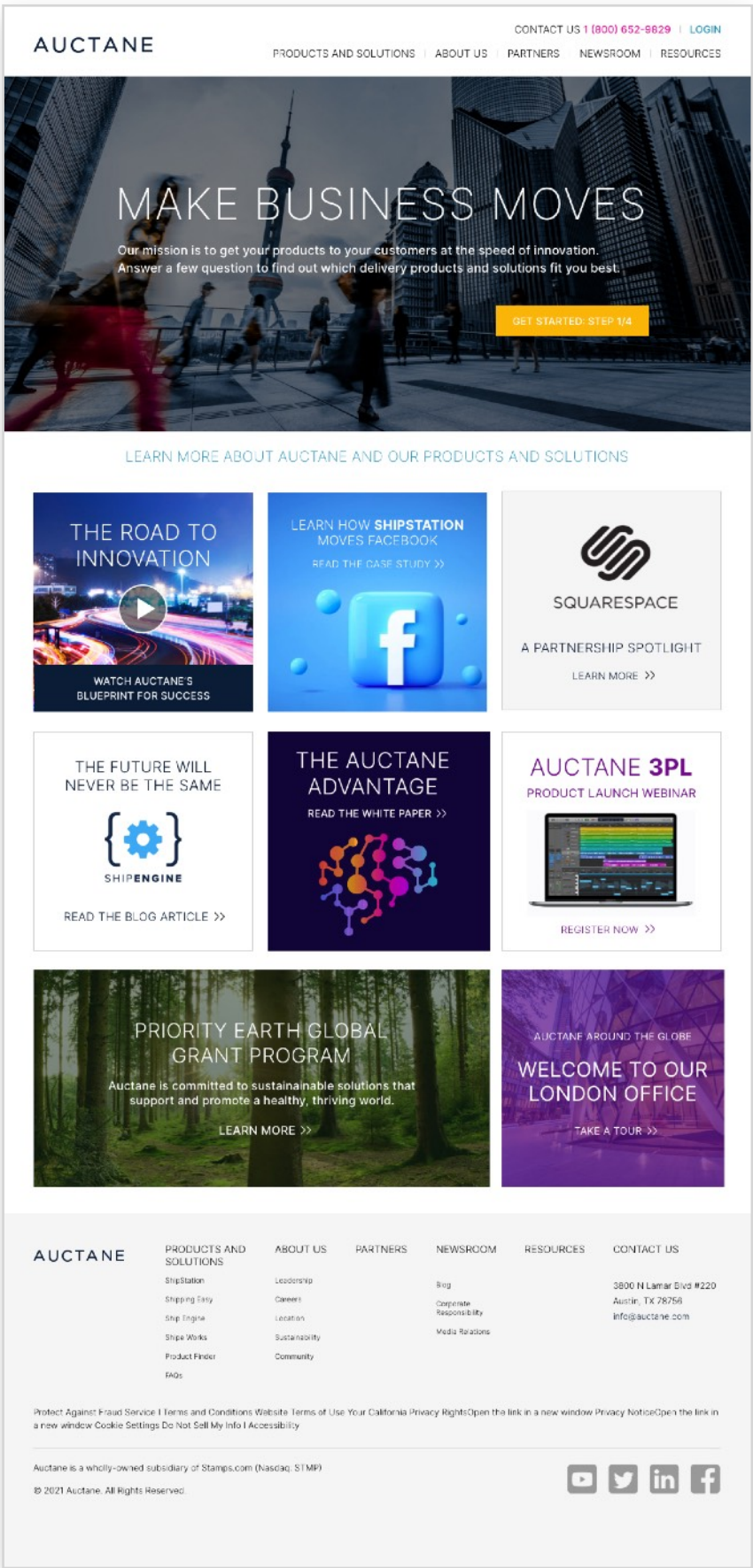
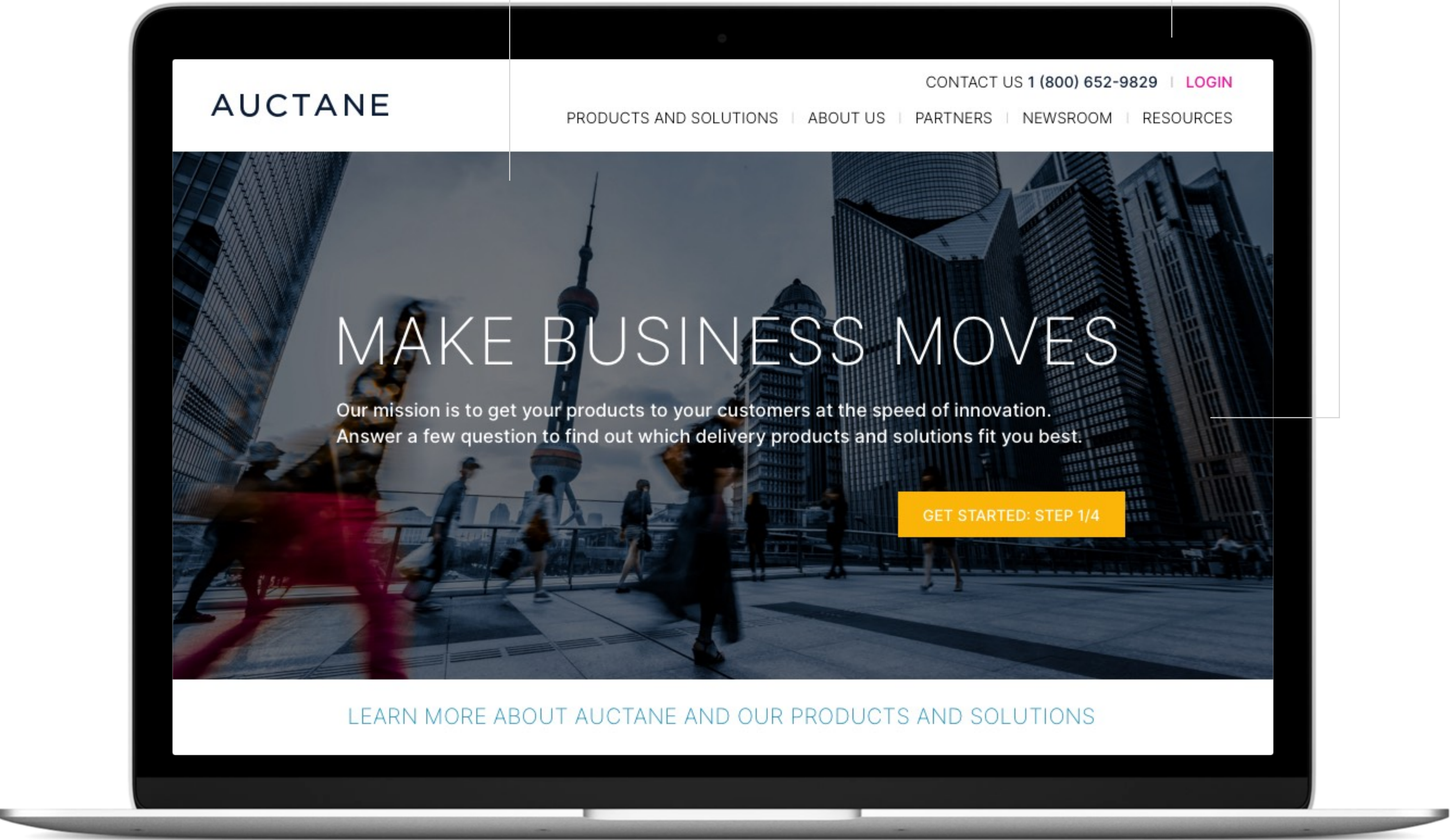


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INFUSING “MOVEMENT”:
Video loops; Dynamic content; Scrolling effects;
micro interactions, etc.

AUCTANE PRODUCTS:
Having your own products means creating and
managing a system to nurture and support success

PRODUCT TAILORING:
Give context and meaning to a strategically
constructed set of products and solutions
and do it on the customer’s terms.



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THE BIG PLAN

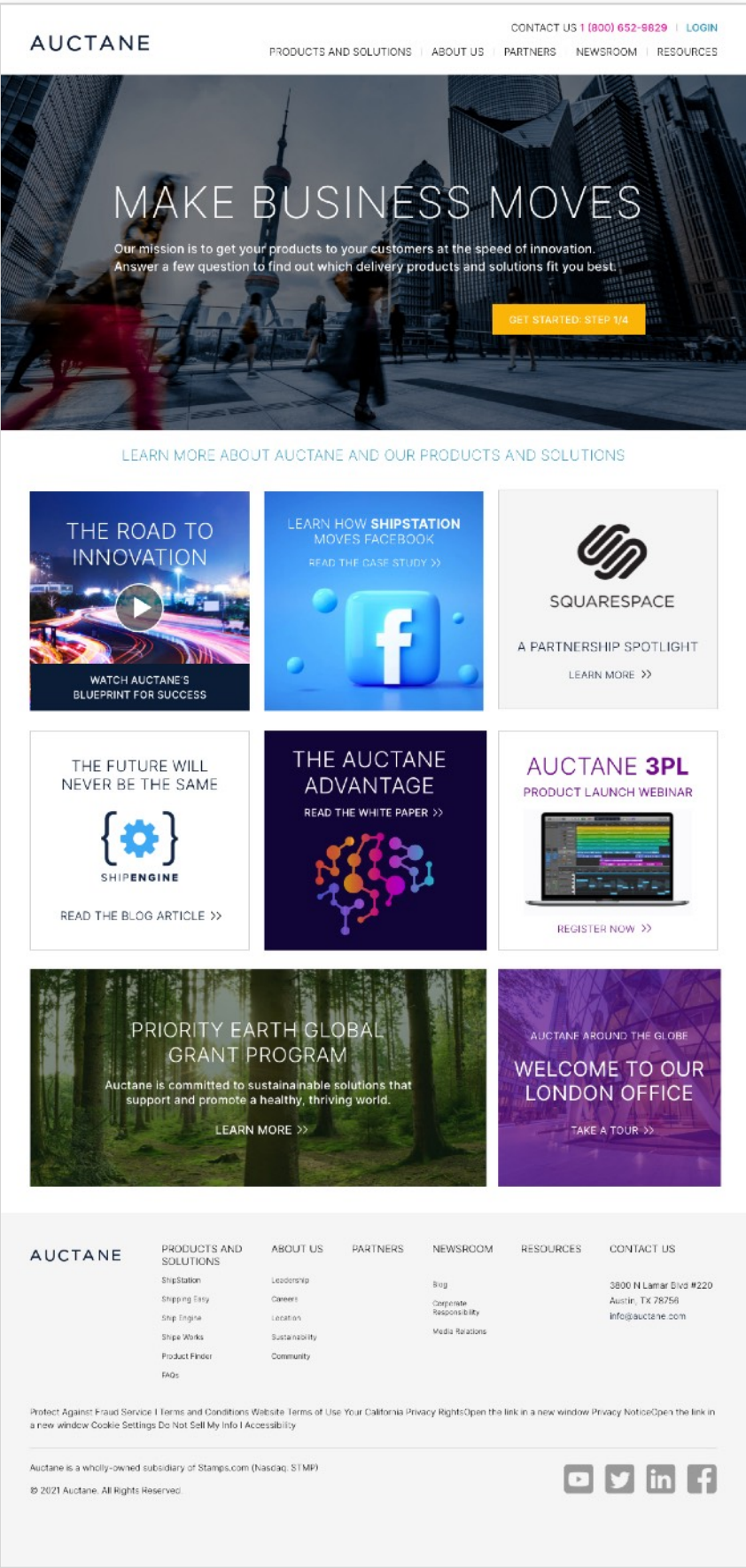
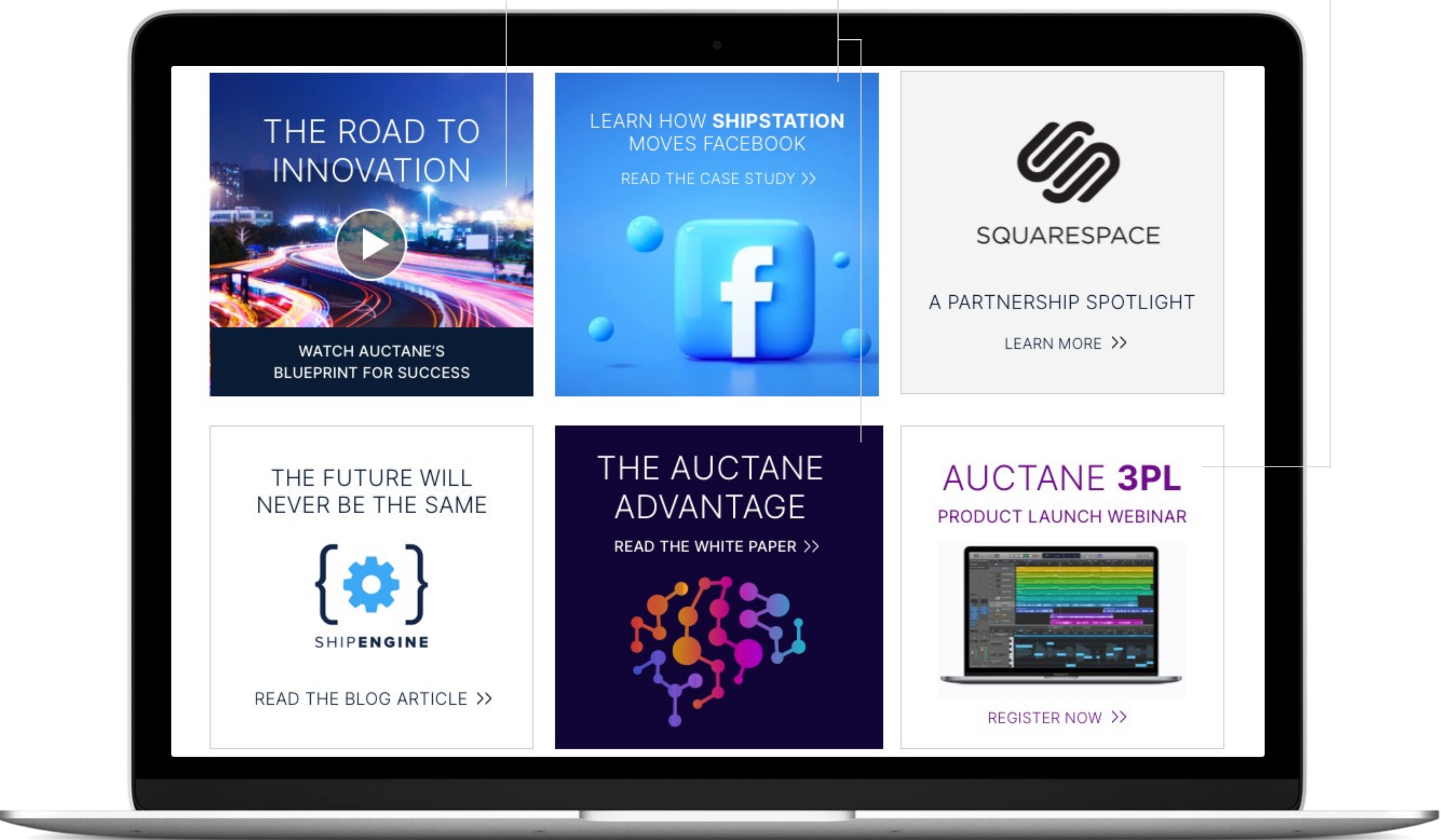
Video that puts it all together—laying out the strategy that ties together our tailored product offerings and that are unique solutions

THOUGHT LEADERSHIP—PUBLISHING:

Packaging content to be distributed in various channels positioning Auctane as an industry force.

AUCTANE PRODUCTS:

Actively promoting new products



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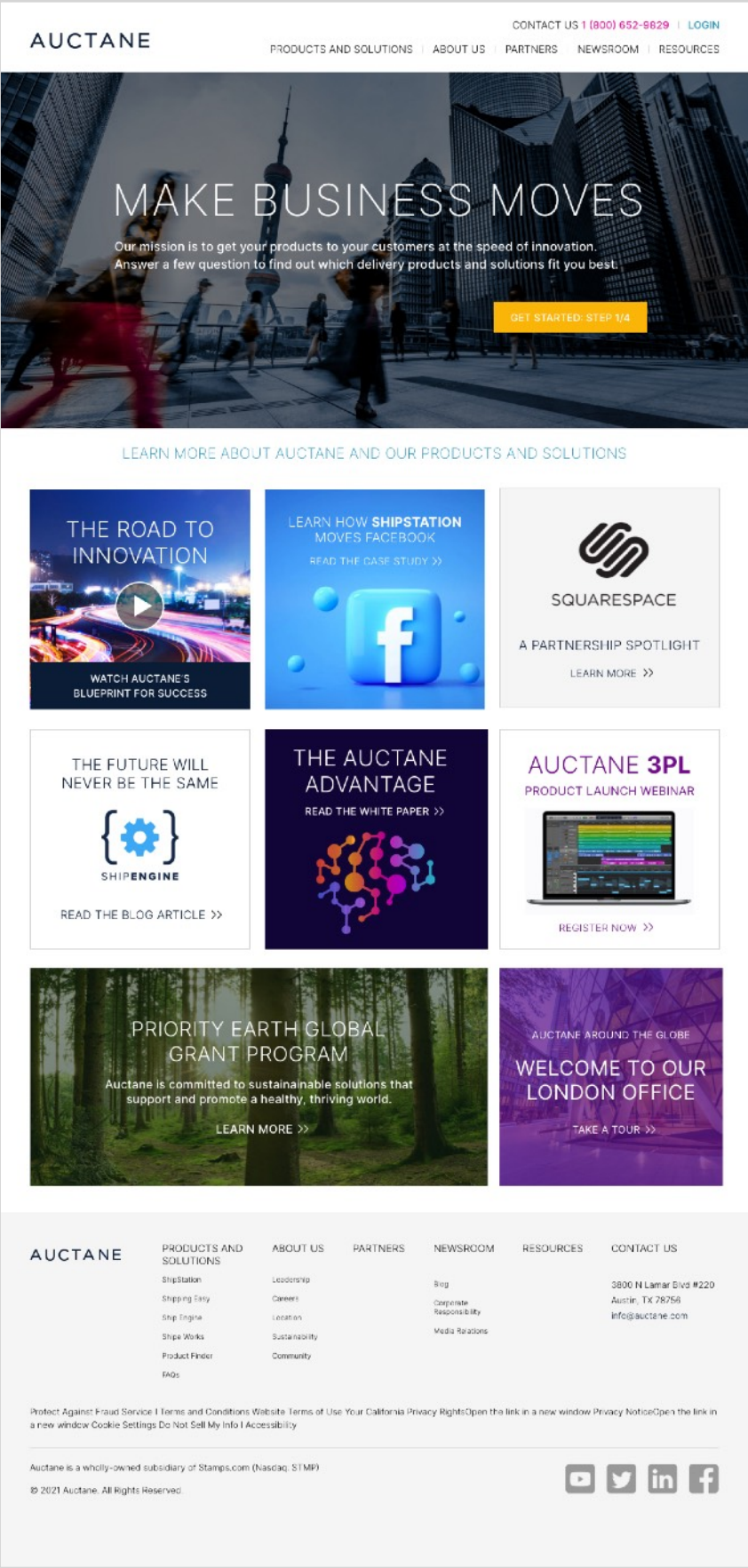
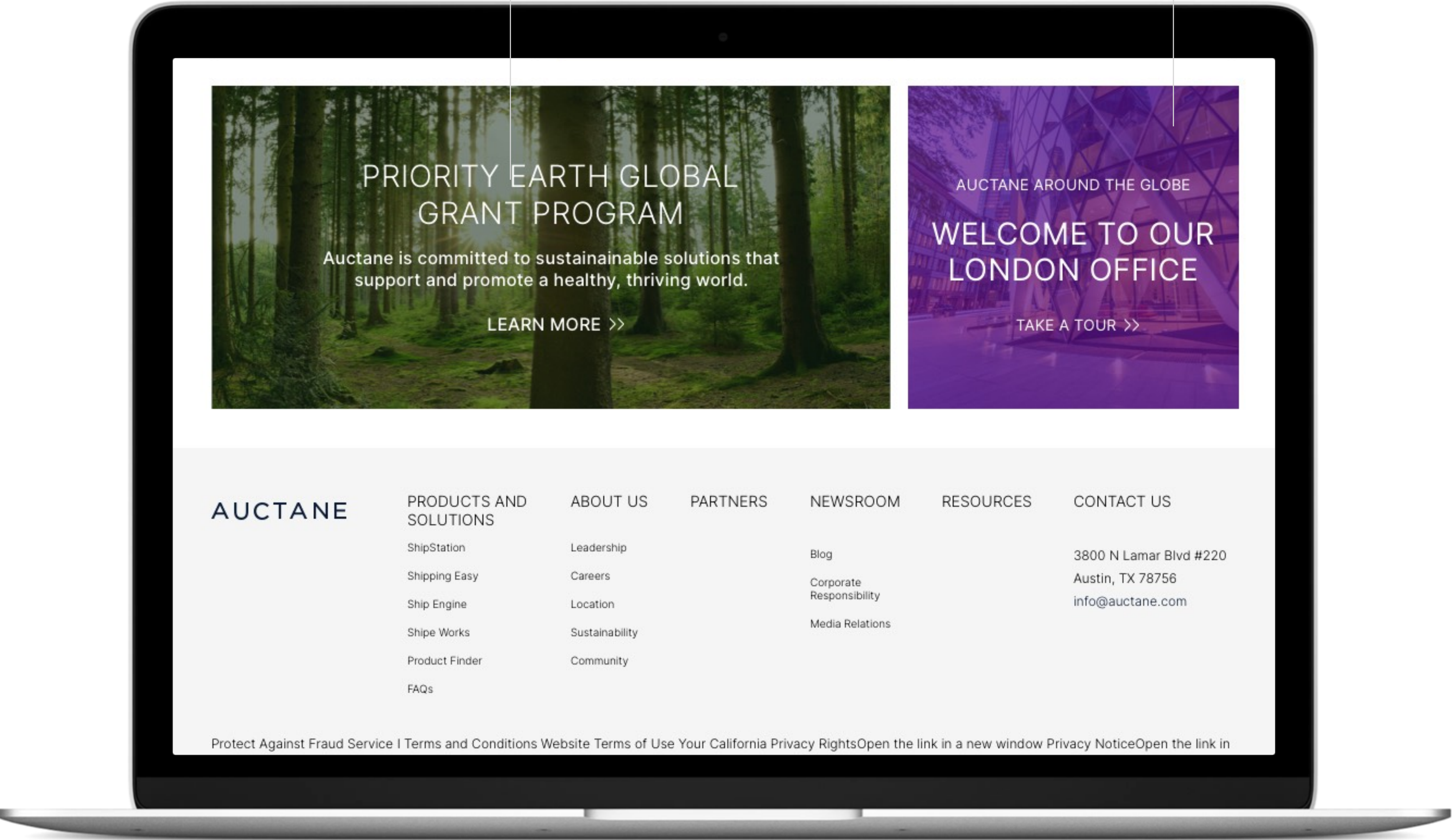
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GLOBAL COMMUNITY:

Positioning Auctane as a larger world leader with an expansive vision for the world at large.

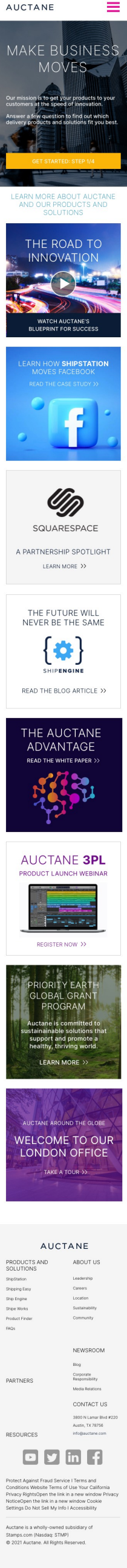
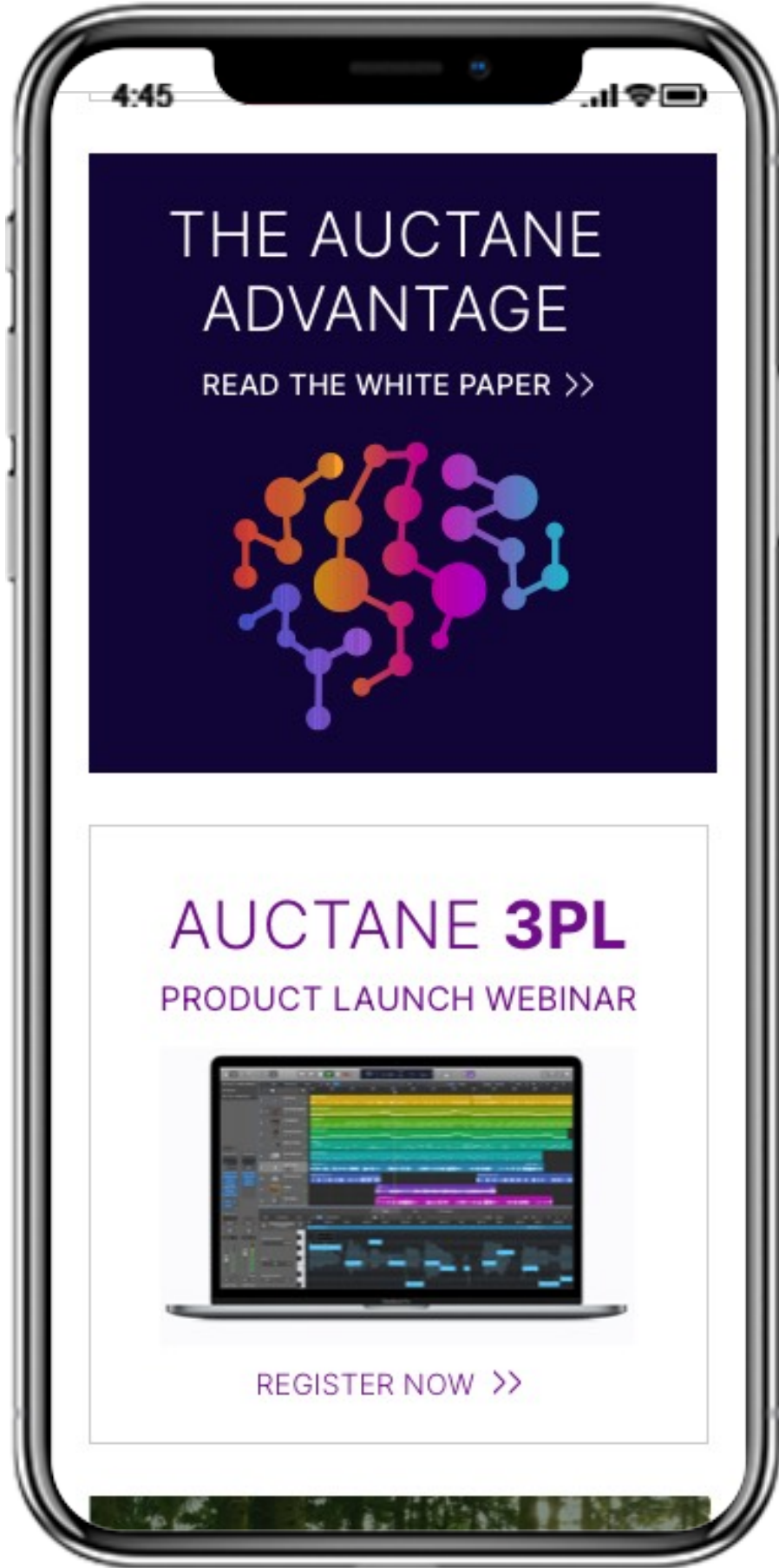
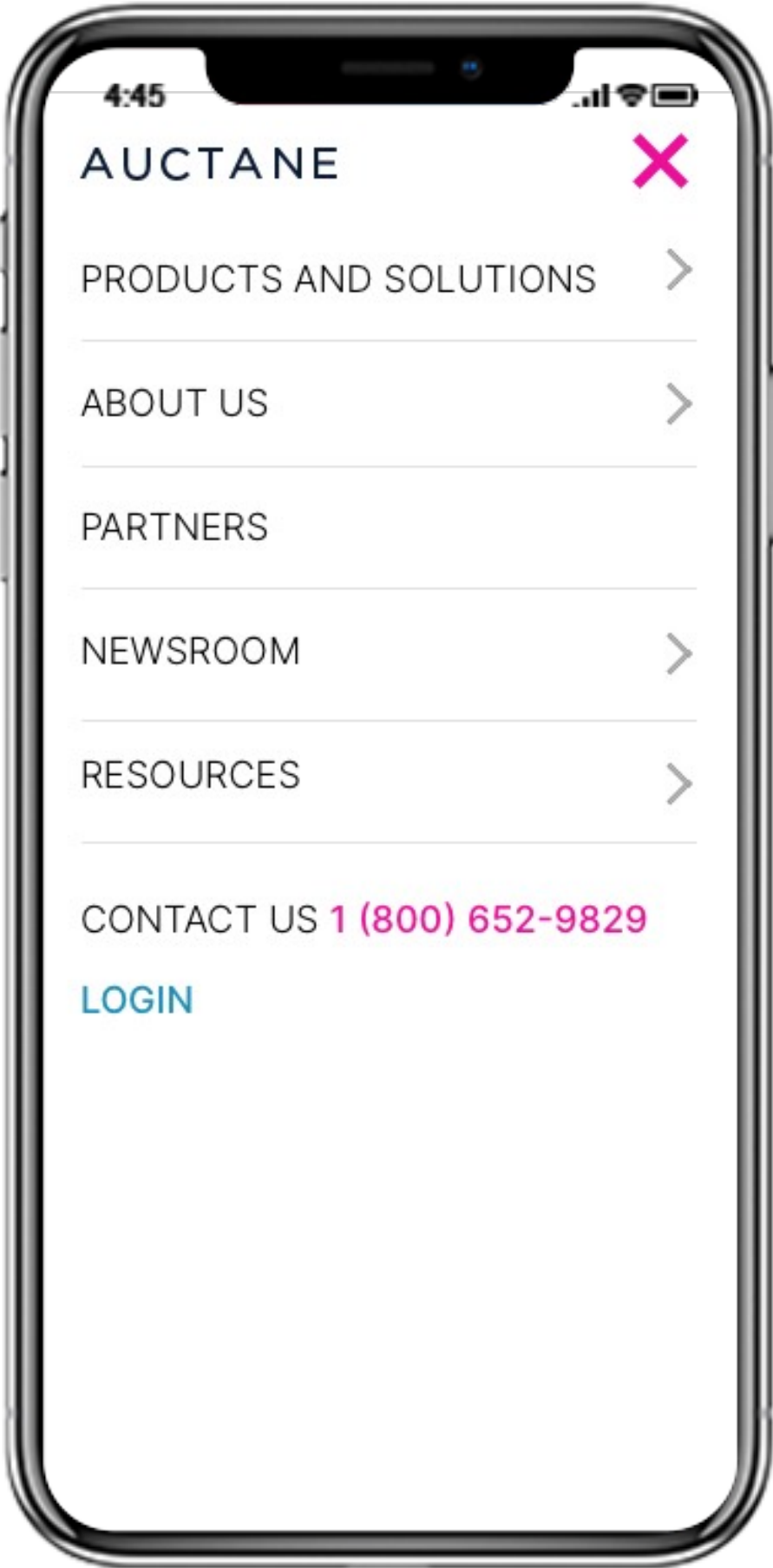
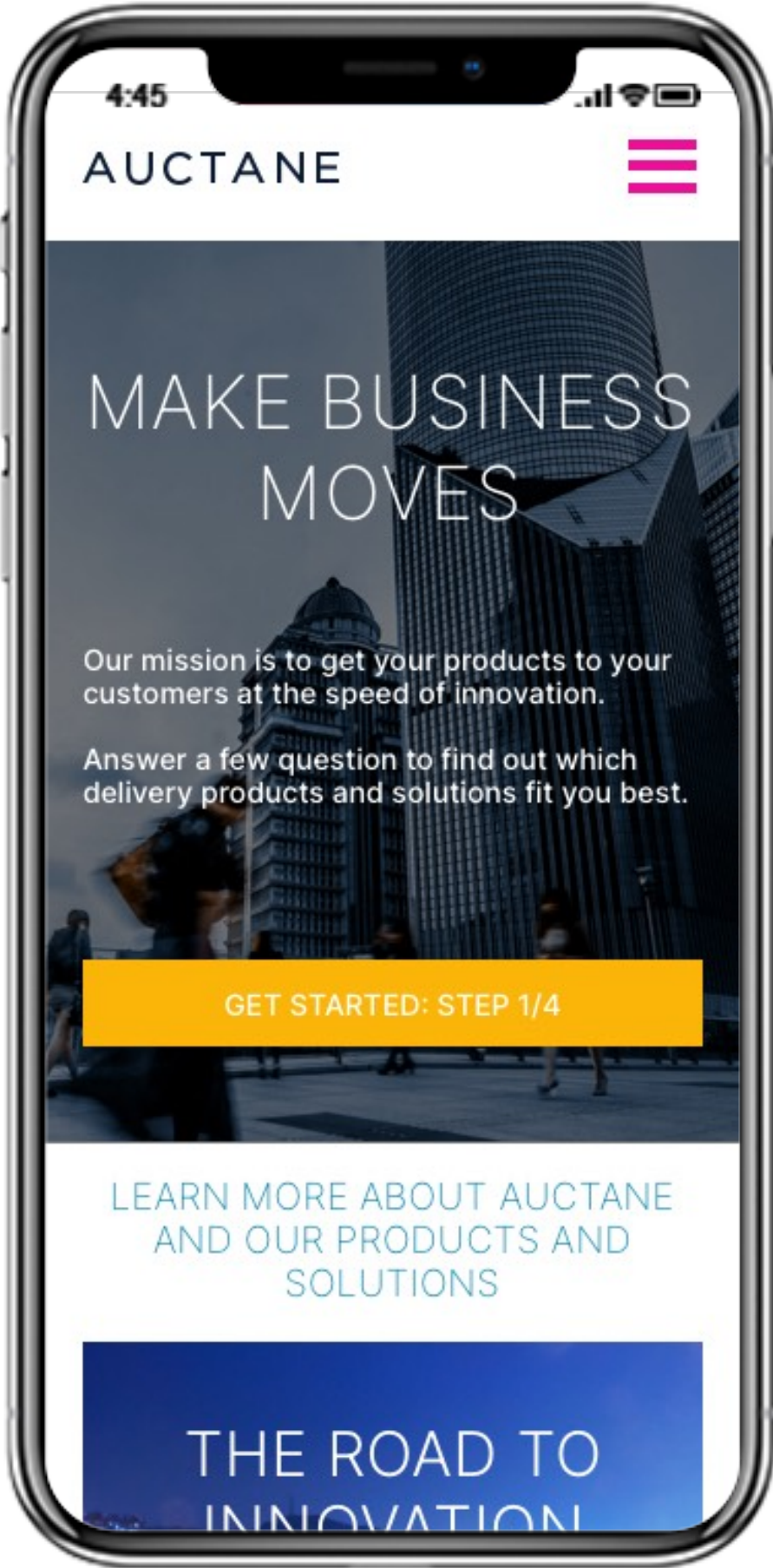
A DYNAMIC COMPANY

Showing the growth and evolutions



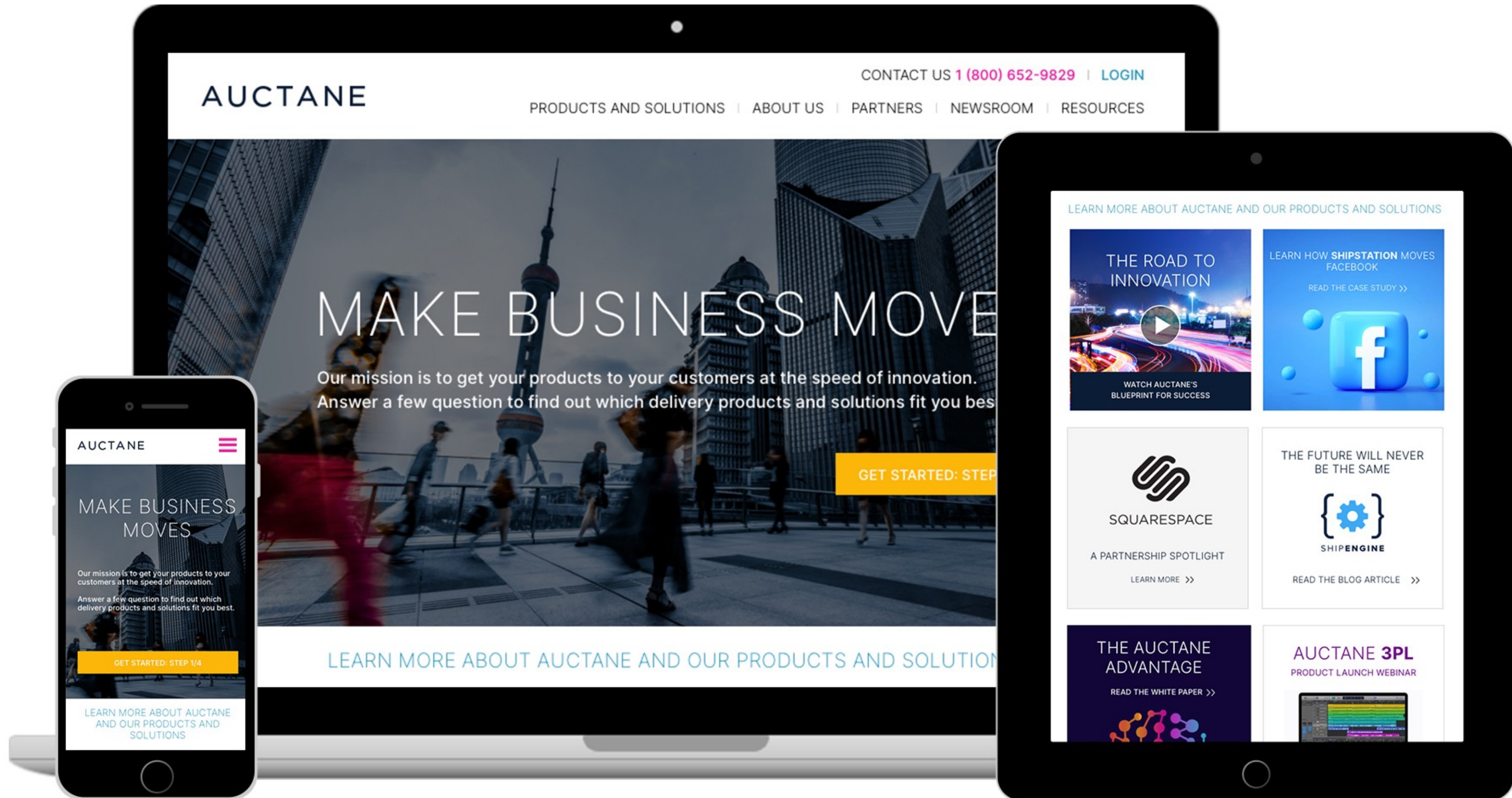
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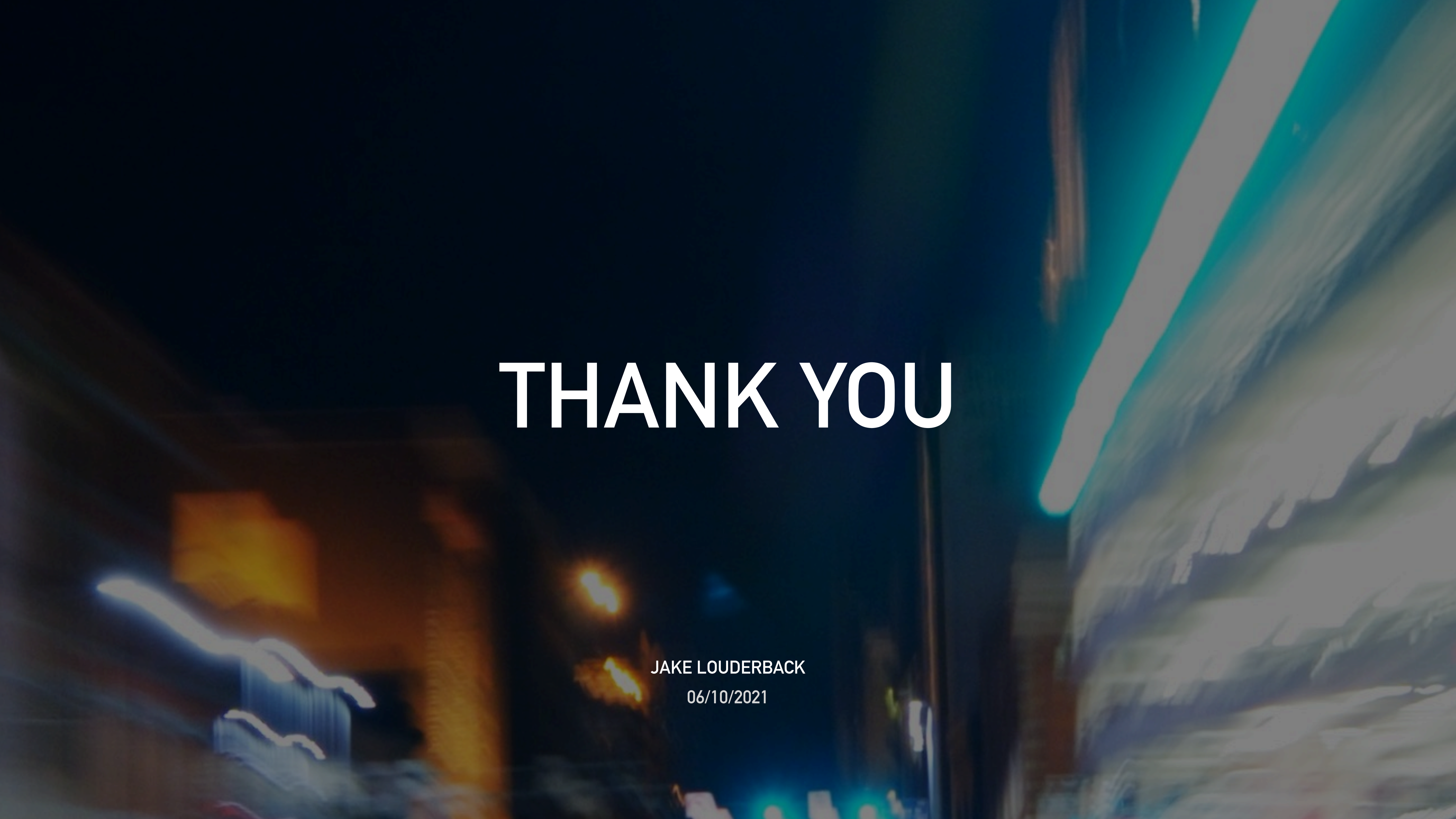


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AUCTANE HOME PAGE 2.0:



A dynamic, active home page that learns and grows while driving engagement with relevant, personalized content.



THANK YOU

JAKE LOUDERBACK

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