

The new Snazaroo Website Is live!

In late September 2019 the new Snazaroo Brand website went live in the UK, closely followed by the USA! This was possible thanks to a great collaboration between the Digital team and the Brand Team. The Spanish version of the website will follow shortly.

Have a look:

<https://www.snazaroo.com/>

Why was a new website created?

As part of the Digital transformation journey, all the Colart websites are migrating under WordPress, a single platform that is fully managed in-house. This is why the Liquitex website and the Intranet have already migrated earlier this year, and now it's Snazaroo's turn! More brands to migrate next year...

The new platform is much more cost-efficient and flexible since we are not relying on an aging platform nor on an external agency to maintain it.

What can you find on the new website?

The new version includes:

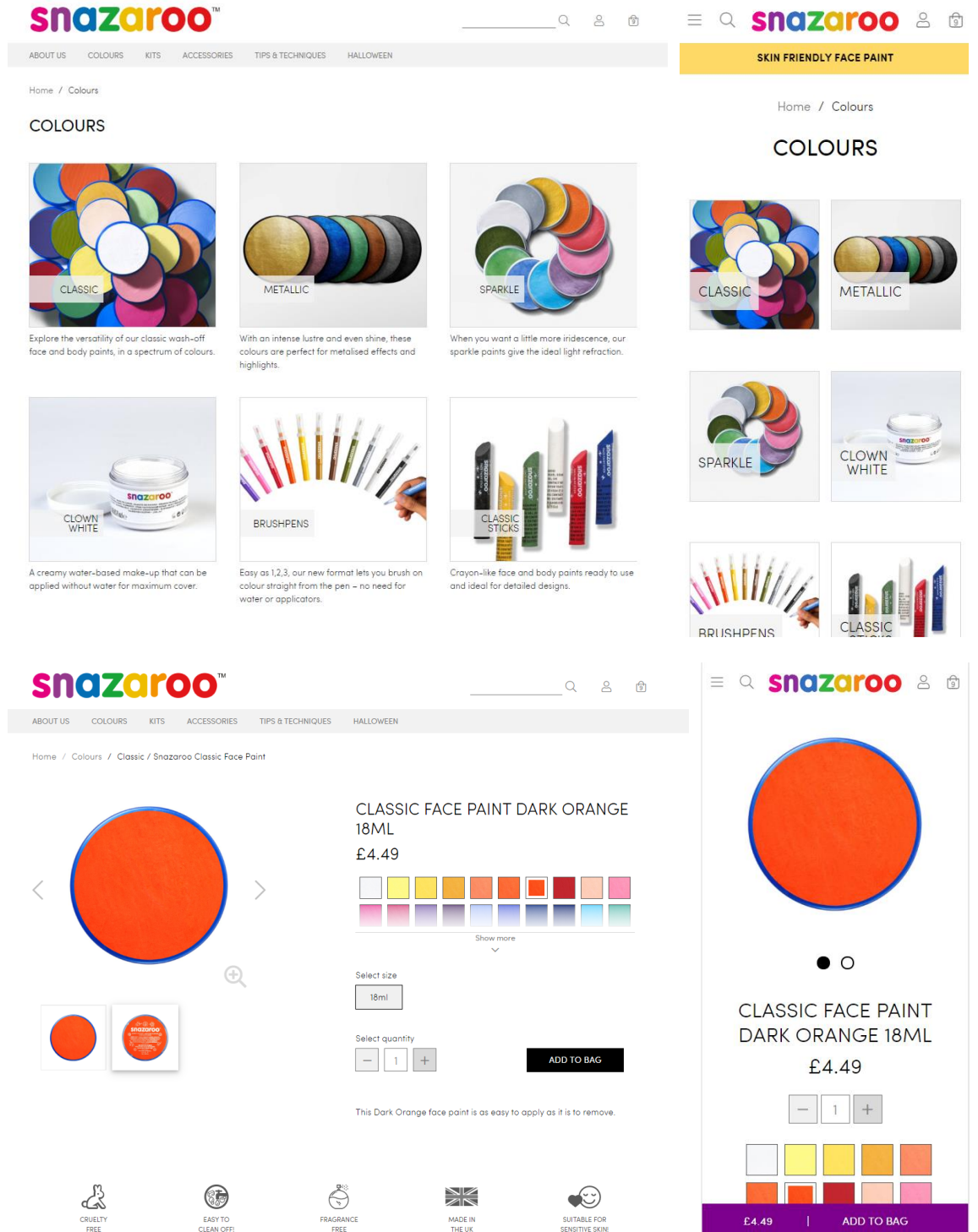
- New clearer, cleaner and neutral design to appeal to a wider audience
- Optimised for mobile
- New colours swatches so you can navigate through all the colours in a range on one page
- New guest checkout
- New Halloween page with brand new adult 3-step-guides
- Easier navigation
- Improved overall user experience (UX)

Additionally, some of our most visited pages have been completely revisited to include visually impactful content rather than simple blocks of text. They also include buttons to drive to shop in order to try increase and encourage sales.

There are also some novelties, such as new product range shots, an Instagram feature on the homepage, which means a seamless integration between our social media channels and the shopping experience. There are also 6 brand new on trend how-to-guides, so with the new launch you can find new and improved ways to get creative with our face paint.

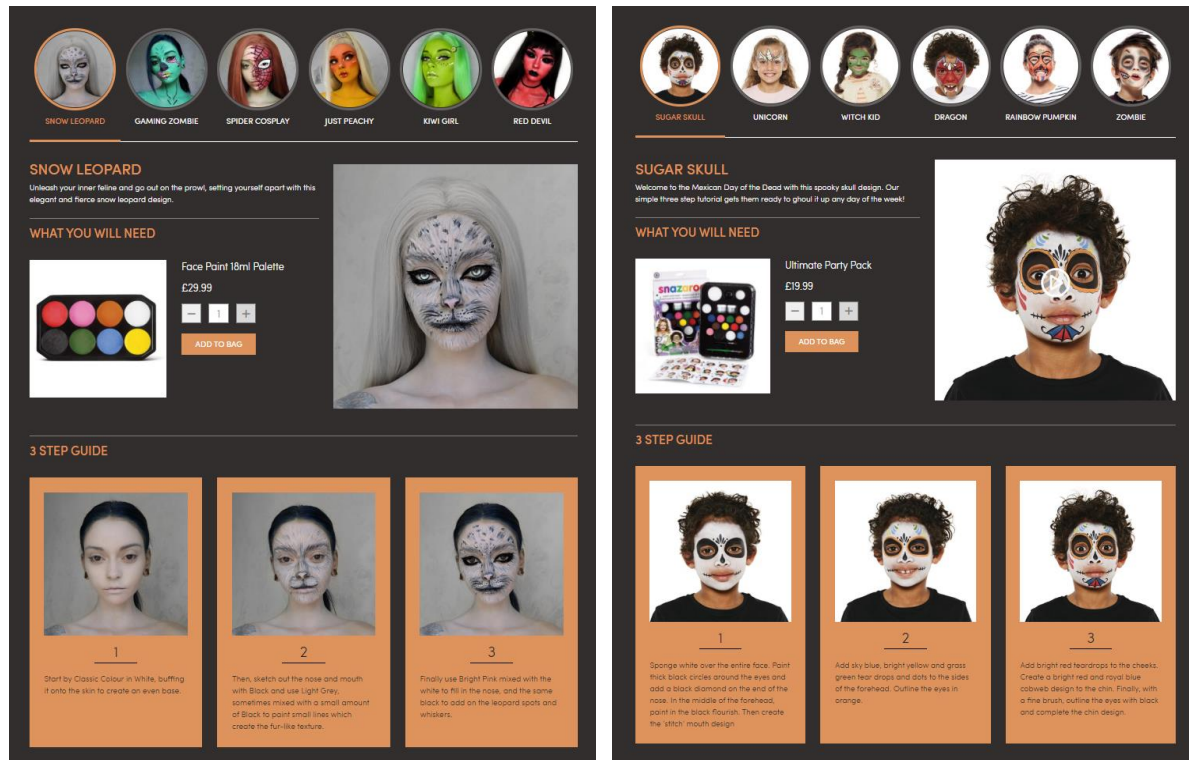
The team also looks forward to improving the content and UX over the next year to continually improve the website experience for our consumers.

Here are some of the newly designed pictures of the website (desktop and mobile views):



The new version also encompasses full e-commerce capacity, replacing the old and broken one. Since the soft-launch of the UK website in late-September, there's already been over £4.8K worth of orders, including one over £400!

Sarah Thabet, Senior Brand Manager for Snazaroo, says *“We are so excited about our new and improved website!*
With a refreshed look & feel and new functionalities, we will offer an enhanced and seamless shopping experience to all Snazaroo lovers. And this just in time for our peak season...Halloween!
Also, by making our design more ‘neutral’ and with the addition of a Halloween Adults page, we will appeal to the Gen Z audience which is part of our strategy.



It's been an absolute pleasure working on this project, in close collaboration with the Digital team, the Snazaroo team in Minehead and the local markets. I'd like to thank them all for their very hard work and for driving this project forward!"

Congratulations!

Thank you and congratulations to the team that has been working hard on this launch, including Toby Russell, Lauren Oliver, Arthur Saunders, Sam Webster, Jules Riosa, Nicky Shaw, Johana Kedjam, David Carter, Sarah Thabet and the Snazaroo Team in Minehead: Jane Grier, Lucy Franklin, Adrian Ryan.