

Nomination: 19045

TheSSS Integrated Design Experience: Connecting With the Consumer

Page: General Information
Name of Organization / Company THE SUN STRATEGIC SOLUTIONS Inc.
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Web Site Address https://thesss.net/en/home/ (https://thesss.net/en/home/)
Page: Entry Information
Entry Title TheSSS Integrated Design Experience: Connecting With the Consumer
Category Q05 - Q14 - Award for Innovation in Websites and Blogs > Q05. Award for Innovation in Business Information or Application Websites
Submission Format An Essay of up to 625 Words
Essay Background: In a competitive industry where end-user engagement is rare, Kmew faced challenges to create a direct connection with consumers, envisioning a shift from a purely B2B model. Within the housing market, traditionally exterior material providers such as Kmew had little contact with the end-user, ending up as color samples in a book presented to the end-client by the Housing Company. A typical flow would be - a) The client considers constructing a house, the client consults with the housing company, the interior and plumbing vendor is introduced, and then the housing company would introduce exterior material options. At no point did a provider like Kmew have the chance to interact directly with the potential client. Strategy and Execution: Hitting multiple roadblocks, KMew turned to theSSS, who took inspiration from Kmew's 'Soto Kara Design' initiative or "Design from the Outside in" and made it the cornerstone of an integrated campaign that leveraged multiple media platforms to engage consumers. TheSSS knew that there were three points that were needed to be successful. First, the first contact of house buyers was a digital touch point. Next, by and large, first impressions left the largest impressions. Finally, that first impression would greatly influence any further actions. By crafting a viral digital ad film, theSSS catapulted the success of Kmew's inaugural digital touchpoint, amplifying awareness of both the brand and its groundbreaking "Sotokara Design" ethos. This move directed users to a bespoke website tailored to empower prospective homeowners in the meticulous design process from the outside in. Stimulating their creativity with an array of choices, users were encouraged to envision their dream homes, exploring diverse tile materials curated by Kmew. Leveraging partnerships with internal plumbing vendors and more, Kmew seamlessly integrated additional features into the platform, enabling visitors to comprehensively design their ideal living spaces, thus presenting an all-inclusive visionary tool. Results: The campaign achieved remarkable results. The main promotional film garnered 1.25 million views (970,000 on Instagram and 280,000 on YouTube), leading to 82,000 visits to the landing page. More than 30% of these visitors engaged with the content for over 10 seconds in the first funnel, and 4,100 moving deeper into the engagement funnel, highlighting a successful shift towards a consumer-centric approach and substantial market interest.
For this category please provide An essay of up to 625 words describing the website or blog and the innovative aspect of the site since July 1 2021 that you are nominating, OR a video of up to five (5) minutes in length illustrating the same. A link to the site, which you must attach to your entry through our attachment/link uploading tool. If your site is not publicly available (i.e. it's private or password protected), upload a video of up to three (3) minutes that demonstrates the features and functions of your site. Optionally, you may list creative and production credits for your site - a list of the people and organizations that contribute to its development.
Credits
Do You Have Supporting Files You Would Like to Upload? No

Do You Have Website URLs you would like to link to

Yes

URL 1

<https://youtu.be/EK0xALbGrAI> (<https://youtu.be/EK0xALbGrAI>)

URL 2

<https://www.kmew.co.jp/sotokara/index.html> (<https://www.kmew.co.jp/sotokara/index.html>)

URL 3

URL 4

URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

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