



# For Publication

**Project Title**

Fyne Ales website

**Category**

3 Digital

**Sub Category**

3.1 Website

**Client Company**

Fyne Ales

**Design Consultancy**

Good

**Current Date**

27.06.14

**“The Fyne Ales website has helped push our business in a number of ways. From increasing sales online, keeping in touch with our customers and stimulating new trade contacts our website has paid for itself many times over and helped redefine our marketing activity over the past 18 months. We couldn’t live without it.”**

**Jamie Delap**  
Director  
Fyne Ales





# For Publication

**Project Title**

Fyne Ales website

**Category**

3 Digital

**Sub Category**

3.1 Website

**Client Company**

Fyne Ales

**Design Consultancy**

Good

**Current Date**

27.06.14

**Fyne Ales is a Scottish craft beer producer creating a well-loved range of outstanding beers in Achadunan, Argyll. Over the past five years the craft beer sector has exploded, with people looking for beers with provenance and integrity from all over the world.**

Many of the players in the sector are moving their marketing activity online, using social media channels to engage with a very passionate group of global customers. To make the most of the digital channels you need to make sure that the main hub of the digital experience, the website, is suited for the task. Making sure that it isn't just a "thing you have to do" and ensuring that it is contributing to the overall business is paramount with any digital project.

We believe this Fyne Ales project is a perfect example of digital design effectiveness – the creation of a new website that not only represented the brand perfectly but also contributed to the bottom line.

**Images**

- 1. Fyne Ales packaging (detail)
- 2. Fyne Ales Brewery (small white building), located in Glen Fyne, in the west of Scotland



## For Publication

**Project Title**

Fyne Ales website

**Category**

3 Digital

**Sub Category**

3.1 Website

**Client Company**

Fyne Ales

**Design Consultancy**

Good

**Current Date**

27.06.14



**109% increase of  
online beer sales**



**Outperforming the  
market by 101%**



**200% increase  
in trade enquiries**



**113% increase  
in site traffic**



**122% increase  
in search traffic**



## For Publication

### Project Title

Fyne Ales website

### Category

3 Digital

### Sub Category

3.1 Website

### Client Company

Fyne Ales

### Design Consultancy

Good

### Current Date

27.06.14

## The Brief

Fyne Ales asked us to create a website that not only matched their ambitions and brand values but was also very commercially focused. The website had to be accountable for adding to the bottom line.

To focus our thinking, objectives for success covering three main areas were established;

### Traffic

Increase the traffic to the website by 50% Year on Year.

### Acquisition

Broaden the number of search terms used to get to the website.

Reaching the traffic goal meant we had to improve a number of the channels that delivered visitors to the website. One important method was to make sure we could offer Google more content that would help broaden the search terms people used to find Fyne Ales.

### Online Sales

Deliver a website conversion rate of 1.2%.

The conversion rate (the percentage of visits that ended up with a sale) of 1.2% was based on an industry average figure of 0.8% conversion rate.

Achieve 20% sales growth Year in Year.

While these "Macro" goals were important to ensure that the website was a commercial success, a number of "Micro" goals were agreed that may be harder to measure but would also impact on the day-to-day operations within Fyne Ales.

### Stockist Search

2% of visitors to search for a stockist of Fyne Ales.

We had to make it as easy for consumers to find where they could savour Fyne Ales locally as it would be to buy a case online. It was vital that we could measure these micro transactions.

### Trade Enquiries

One of the issues with the existing Fyne Ales site was that there was no direction for B2B enquiries, which limited its effectiveness. While the focus of the new website was deliberately B2C it was a goal to make sure that the website had an area that could help convert trade enquiries into trade orders.

### Ease of Use

With the old website, making even the smallest update was a painful endeavour. With the new Content Management System we had to make sure that the team at Fyne Ales could update the content quickly, easily and effectively. It was also seen as a cost saver as any changes to the previous website were charged by the digital agency.

## Target Market

The sales of craft beers are on the rise, (up 8% last year \*) against a backdrop of falling lager



## For Publication

---

**Project Title**

Fyne Ales website

---

**Category**

3 Digital

---

**Sub Category**

3.1 Website

---

**Client Company**

Fyne Ales

---

**Design Consultancy**

Good

---

**Current Date**

27.06.14

sales, which dominate the category. This illustrates that craft beers and boutique ales are being sought out by consumers who are demanding more variety and interest in what they drink.

Fyne Ales were in an ideal position to exploit the growing interest in this category.

\* Source: 2014 Society of Independent Brewers(SIBA) Report.

---

**Project Launch Date**

The new Fyne Ales website was launched in August 2013, giving us 10 full months' trading figures up to the end of May 2014.





# For Publication

**Project Title**

Fyne Ales website

**Category**

3 Digital

**Sub Category**

3.1 Website

**Client Company**

Fyne Ales

**Design Consultancy**

Good

**Current Date**

27.06.14

## The Solution (word count 412)

With a very tight budget, we focused primarily on the service the Fyne Ales website was providing to its visitors. It was determined that the website needed to offer casual visitors (those looking to the website for basic information on the range of Fyne Ales beers) the option to purchase when they were browsing the website.

Good created information pages on the beers and then placed the ability to buy on these pages. This minimised navigation friction by giving people the option to buy there and then, not to be taken to another part of the website to repeat the process.



A shop section was created to sell other merchandise but also listed the beers. This "pincer movement" provided multiple routes to buy for the consumer.

However it was important to give those who did not wish to purchase online the opportunity to find out where they could find the range of Fyne Ales beers in the real world. The ability to find stockists was considered key to increasing sales.

Fyne Ales has spent many years curating and nurturing their brand and it was vital that the website could reflect that branding. The site was designed around the brand and the service, making sure the design worked functionally as well as keeping the brand central to the experience.

**Images**

1. Integrating the ale information pages with the ability to order, simplified the purchasing process
2. Wireframes displaying the careful articulation of the brand

2.





# For Publication

**Project Title**

Fyne Ales website

**Category**

3 Digital

**Sub Category**

3.1 Website

**Client Company**

Fyne Ales

**Design Consultancy**

Good

**Current Date**

27.06.14

3.



Adding new content areas that were relevant to the brand were important to help give the website more options for Search Engine Optimisation. Sections such as blog, visitor information and events listings were added to the website to allow for search engines to index more Fyne Ales related search terms on the website.

The choice of Content Management System (CMS) was important. With budget a major consideration we needed to choose a CMS with no licensing fees but powerful enough to match the digital ambitions for Fyne Ales.

**Images**

- 3. New content areas such as stockists pages, improves Search Engine Optimisation
- 4. Mobile optimisation helped remove friction

4.



**Drupal**

A widely used and respected CMS



Good recommend the open source CMS, Drupal. Drupal allows for a great deal of customisation around a well-supported development platform. This meant that we could take standard modules for the CMS, such as a shopping cart, and modify them to suit the particular branded design. Consequently we saved considerable development time by customising an existing module rather than developing one from scratch.

The CMS made it easy for the team at Fyne Ales to update content throughout the website without having to go through an agency. This ensured the website could be updated quickly, efficiently and at no cost.



## For Publication

### Project Title

Fyne Ales website

### Category

3 Digital

### Sub Category

3.1 Website

### Client Company

Fyne Ales

### Design Consultancy

Good

### Current Date

27.06.14

### Traffic

Traffic to the website is important: it is a sign of brand awareness and also introduces more people to the shop areas of the website. Our target was to deliver an increase of 50% in year one. We delivered an increase of 113% in 10 months.

#### Increase in Traffic

	Aug '12 – May '13	Aug '13 – May '14	% increase
Visitor Sessions	19,743	42,060	113

### Search

With search providing 75% of all visits to the website we needed to make sure that we increased the more informational based search terms. With specific brand terms such as "Fyne Ales" already covered, we looked to broaden the terms to introduce more people to the brand, such as "Craft Beers". This effort has resulted in a 29% increase in search terms used to access the site.

#### Search Terms Used to Access the Site

	Aug '12 – May '13	Aug '13 – May '14	% increase
Search Terms	635	825	29

Adding these terms provided a dramatic uplift of 122% in all traffic from Search Engines.

#### Increase in Search Traffic

	Aug '12 – May '13	Aug '13 – May '14	% increase
Visitor Sessions with search	11,147	24,744	122

### Outperforming the Market

Given the Craft Beer sector is growing at 8% YOY, Fyne Ales online sales are significantly outperforming the market by 101%. The fact that the entire Fyne Ales business is growing at 25% YOY illustrates the online sales are not cannibalising the offline channels.

#### Outperforming the Market

	YOY Growth
Craft Beer Sales	8% *
Fyne Ales Online Sales	109%
Fyne Ales Online Sales - Adjusted	101%

\* Source: 2014 Society of Independent Brewers (SIBA) Report.





## For Publication

### Project Title

Fyne Ales website

### Category

3 Digital

### Sub Category

3.1 Website

### Client Company

Fyne Ales

### Design Consultancy

Good

### Current Date

27.06.14

### Stockist Searches

The website had a 6% conversion rate on people looking at the stockist page and making an enquiry. This was considerably higher than the 2% target set.

#### Stockist Searches

	Target	Aug '13 – May '14	% increase
Conversion rate	2%	6%	200

### Trade Opportunities

The website's reach has been global with companies looking that the trade section from over 160 cities across the world, from New York, Stockholm, Hong Kong, Canberra and Auckland.



## For Publication

### Project Title

Fyne Ales website

### Category

3 Digital

### Sub Category

3.1 Website

### Client Company

Fyne Ales

### Design Consultancy

Good

### Current Date

27.06.14

### Testimonials

**“The old website was a nightmare to update but now we can be responsive in placing new products, selling merchandise or sharing our news with our customers. The ease of updates has really meant the website is our primary communication hub.”**

**Chris Black,**  
Marketing & Export Sales Manager  
Fyne Ales





## For Publication

**Project Title**


---

Fyne Ales website

**Category**


---

3 Digital

**Sub Category**


---

3.1 Website

**Client Company**


---

Fyne Ales

**Design Consultancy**


---

Good

**Current Date**


---

27.06.14

**On behalf of Good**


---

**Stewart Steel**


---

Digital Director

South Block (Top Floor)  
 64 Osborne Street  
 Glasgow  
 G1 5QH

Telephone:  
 0141 204 3090  
 Email:  
 stewart@wearegood.com

**On behalf of Fyne Ales**


---

**Chris Black**


---

Marketing &amp; Export Sales Manager

Fyne Ales  
 Achadunan  
 Cairndow, Argyll  
 PA26 8BJ

Telephone:  
 01499 600 120  
 Email:  
 chris.black@fyneales.com

