

DEVELOPING A DIGITAL PRESENCE AS INNOVATIVE AS THEIR PRODUCTS

Challenge

As Michelin North America's truck tire division looked towards the future, they wanted their digital presence to be as innovative as their tires. And they wanted to do it in a way that integrated with their overall marketing program, while also being responsive to the customer's digital device of choice. The challenge was complicated by the fact that the design of their current website was outdated, the architecture wasn't intuitive, the homepage was cluttered with tools added through the years, and the site was built on proprietary technology that had become difficult to maintain over time. In addition, when you included their other brands, segment-specific sites and languages Michelin really needed more than a dozen sites to meet the truck tire division's needs.



Strategy

Enter Jackson's strategic, creative and web development teams. At the outset, a vision was created to not just develop a new and improved website, but to help change the way customers shop for truck tires. The project began with a discovery phase that included stakeholder interviews; a review of existing site architecture, navigation, technology and analytics; plus an in-depth web usability study with target customers. Armed with the learning from the discovery phase Jackson began designing and building a totally new site; one that would look great and provide easy access to comprehensive product information and complex calculators on virtually any platform.

Solution

Based on insights from web usability study and evolving industry standards, Jackson recommended a responsive design and the use of open-source technologies. The site needed to be more than sexy, it needed to play nicely with the tools Michelin makes available to its web users. And it goes without saying that the site needed to be search engine optimized and digitally marketed to drive traffic.

After the extensive web usability study, three stages of design, eight content designers, a dozen managers giving client input, hundreds of revisions, nearly 200,000 lines of code and thousands of hours of work, the new Michelin Americas Truck Tires website rolled out in four languages.

CASE STUDIES OF DISTINCTION

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Several key solutions worth noting included:

- The custom-built calculator tools (tire selector, retread selector, dealer and service locator, fuel and mileage calculator, weight savings calculator and rolling resistance comparison) are some of the most advanced in the industry.
- The site is arguably one of the most expansive and sophisticated responsive websites on the internet, providing an ideal user experience on mobile devices, tablets, and desktop computers.
- The site is built with a client-side MVC architecture backed by a newly built API (similar approach to websites like MSNBC.COM, Youtube.com, Hulu.com). The database also interfaces with other Michelin platforms for real-time updating.

Results

The new site has ensured that Michelin's web presence is indeed as innovative as its truck tires. Based on traffic, the site is the #1 truck tire site in the industry. During the first six months after launch, traffic and page views were up almost 10%, average time on the site per visit nearly doubled, and bounce rates dropped significantly. The new site also provided a much smoother, quicker interface and quicker download times. In addition, the site has provided a foundation for Michelin Truck Tires' overall digital presence. Since the launch of the Michelin site, Jackson has also rolled out integrated sites for Michelin RV tires, BFGoodrich truck tires and Uniroyal truck tires, all in multiple languages. Plus, the site provided a platform from which Jackson has been able to develop a category-leading social media presence for Michelin Truck Tires.

Check out the site for yourself at www.michelintruck.com.

