

Project Info Sheet Adil Isik - adL.com.tr

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Raise Expectations

CLIENT NAME

Adil Işık

PROJECT NAME

adL.com.tr

SERVICE TYPE

Interactive - Web Site

CREW

Evren Inanc, Project Manager

Aydincan Ataberk, Creative Director

Emre Sel, Art Director

Emre Erkmen, Flash Developer

Tolga Kilic, Emre Kilic, Coder

Duygu Ismailoglu, Client Manager

PROJECT DURATION

40 days

LIVE SINCE

15.08.2008

TECHNOLOGIES

Word Press, Flash

Client Background

Adil Isik is one of the biggest players in Fast Fashion market in Turkey. Brand differs from other competitors with it's courageous and sexy lines.

adL is Adil Isik's subbrand targeting teenagers.

Since its establishment in Turkish read-to-wear garments market in 1992 Adil Isik has made a principle of determining its entire future strategies, targets and vision in line with the global trends which go through a keen global competition in the midst of technological advancements and the information age. And simultaneously, the Company targets full institutionalization and ensure a more effective communication. Today Adil Isik has 80 shops in Turkey, and over 50 shops worldwide.

"Operating in a market where the textiles and read-to-wear garments trade amounts to US\$ 360, Adil Isik truly believes in capturing success with our uniquely designed quality products, well qualified human resources and corporate culture." says Mr.Adil Isik, designer and founder of the brand.

Another important difference of Adil Isik is it's holistic approach to the brand communication in order to accomplish their targets. Everyone in Adil Isik, from sales points to the management is aware of their vision and is eagerly working to make it real. "We believe in the internet and it's rich opportunities, and how important it is in order to reach our goals" says Mrs.Gulcin Uysal, brand manager of Adil Isik.

As a market necessity adL collections are renewed twice a year. And again as in Adil Isik web sites, designing brand new web sites for adL in every 6 months was a real challenge and fun for us.

What they wanted?

The main objective of Adil Isik was and is always to improve its brand positioning and continuously increase its brand recognition with the variety and modernism of its designs.

Adil Isik's primary purpose is to offer its high-quality and rich product ranges over reasonable prices to its customers in the countries that it maintains or plans to initiate business and to become a global brand by mirroring its success in Turkey towards the foreign countries.

adL brand is sharing the same objectives by targeting a younger mass.

adL brand needed an awareness lift.

Most of the Adil Isik customers didn't know adL was an Adil Isik brand. It was a new brand and their web site would have an important mission in order to improve brand awareness.

The web site had to display their latest collection in full detail as well.

What we did?

adl.com.tr

The first web site launched with a young design, containing lots of gadgets like screen savers, wallpapers, e-cards. The site included a light monthly e-zine, containing tests and news from movies, fashion, magazine etc. At that time Adil Isik was planning to support adL via classic media and in-shop solutions.

At the renovation time with the arrival of the new "Fashion Season" Adil Isik decided to conduct the brand communication by using only the internet, and ceased classical media support.

In our opinion that was asking a lot from a single web site and we started brain storming on how we could improve brand communication via internet. We came up with The Graduation Party Campaign idea.

I am the most beautiful girl of the graduation party!

Adil Isik is an open minded client and that makes a big difference among their competitors in the market. That is how our vision goes well together in harmony and synergy.

When we presented the campaign idea they loved it and started immediately working on realistic mechanics. Girls from the last grade would upload their most interesting pictures to the campaign mini site, than the pictures would be voted by site members, and 5 girls with the highest votes would win the prize. The prize was making girls' dream ballot costumes real with Adil Isik's designers.

We used only 1 Facebook banner for campaign announcement due to budget limitations, but the viral impact was beyond our expectations.

Due to seasonal limitations campaign could only last 1,5 months. But in that short period the mini site had over 5.000 new members.

Every step of the finals were documented and published via campaign mini site. Winning girls visiting Adil Isik headquarters, sharing their dream costumes, making of the costumes and finally big ballot night pictures with probably the biggest smile of their lives of adL girls.

The success of the campaign and eagerness of youth in participation to the content lead us to a new idea for the 2008-2009 Fall-Winter season.

adL Fashion Bloggers

To internalize the adL brand we decided to make it run by young people. adL was going to be their brand, a brand which will stand by them, which will guide them through young lifestyle.

By using Word Press blog structure we prepared a site in which Adil Isik was a blogger itself. Again we started a mini competition in which 5 bloggers would be chosen by their sample blog entries and their CV.

To support the project Adil Isik would be sponsoring the bloggers by compensating bloggers' social life expenses and by giving free adL products to all bloggers every month.

The collection details, backstage videos, catwalks would be displayed again as blog entries made by adL user.

The project would officially start with the opening of universities. But even before any official announcement made project had already 2 bloggers.

The Kitchen

One real challenge in working with a fast fashion client is the deadlines. Although the concept of the collections are designed almost 1 year before, the production of the collection and photo shoots are made only 1,5-2 months before the season.

"The real challenge in working with Adil Isik is not designing and producing an astonishing site on every season change, but to do that in 1 month." says Mr.Aydincan Ataberk, Creative Director of the project.

Pictures of models, videos of backstage and cat walks are always retouched by a professional inhouse Adil Isik team. This operation takes weeks and outputs high resolution TIFF's forcing material delivery to be done physically via DVDs. Which has a time cost in such a shortly deadlined project.

Our design process don't have enough time to wait for the finished materials so we always start making the design with raw images, almost finish the hall site with those materials and apply retouched versions later.

Lots of batch processes run in the background for data transformation from excel sheets into XML files, high resolution TIFFs into well optimized JPGs, DVD videos into flash.

The main site is prepared on Word Press framework. Special needs of the project, like a gallery component tailored with a couple of custom generated modules.

Despite of all those challenges no deadlines were crossed for 2 years in 3 project we ran together and we could always launch the new sites on time. Adil Isik project team also deserves an applause because of their devoted pace and effective cooperation.

After Math

Working with the same client on several projects has got a very valuable asset: Gathering user data and being able to interpret it. Before starting the design of the third adL site we included data interpretation step into our design management process.

We had 2 different kind of data; the data we obtained from online newsletter subscription form and the user navigation behaviors. Again adl newsletter subscription form was a surprise to us like Adil Isik's form. Although the only mandatory fields to be filled were the name and e-mail fields, 90% of the users filled the hall form giving answers to all of our questions like which TV channel they have been watching, what was their monthly earnings or what kind of products they would like to see in Adil Isik shops.

Data interpretation showed us teenagers were more interested in having fun by contributing to online campaigns, instead of one way communication throughout e-zines, wallpapers, gadgets, etc. So the third site of adL was entirely built on user contribution.