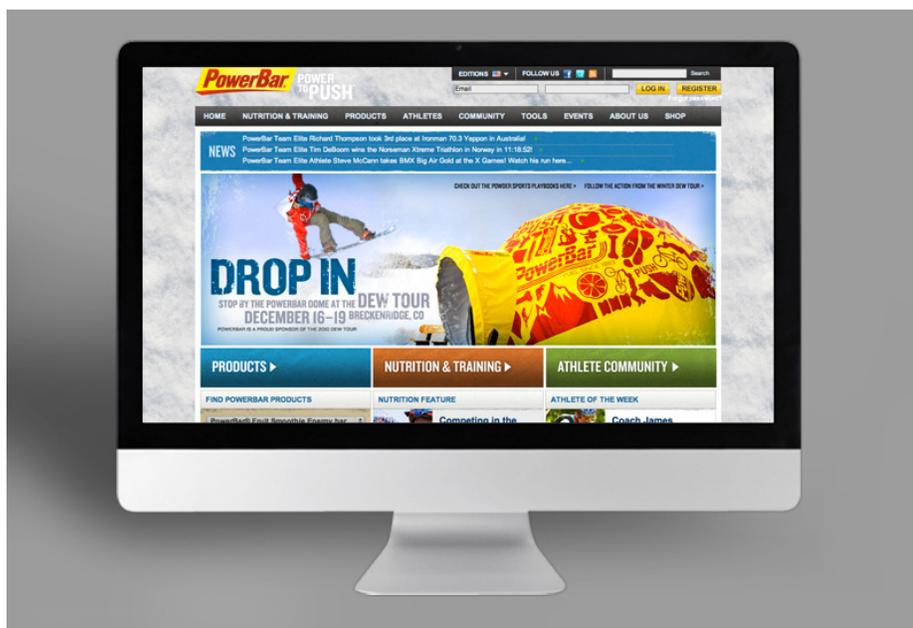


CASE STUDY / POWERBAR: WEBSITE REDESIGN

OIC HELPS POWERBAR BUILD A GLOBAL COMMUNITY AROUND NUTRITION AND TRAINING

In an effort to become a global embedded-services company, PowerBar® was searching for strategies to develop digital engagements, to deepen the dialogue with athletes, consumers, and partners.



PowerBar Homepage



PowerBar sport specific landing pages

CHALLENGE

PowerBar contacted OIC to discover ways they could leverage content-rich tools and deploy them across multiple platforms, including PowerBar.com and social networking sites. The brand wanted to engage consumers as a sports nutrition know-how company delivering knowledge, tools and services, and performance-enhancing products.

SOLUTION

OIC developed a global community where PowerBar athletes, consumers, and partners can communicate with each other and with the brand — through blogs, photo and video galleries, event submissions, athlete groups, and viral content-sharing features. The PowerBar Engagement Platform reaches out to targets through community, sport, or product, providing clear paths to specific content, better addressing their needs.

To facilitate a higher-quality consumer experience and to increase sales, OIC also designed the PowerBar Where to Buy page, to include major retail and local sports retail store finders, while also providing links to Powerbarstore.com and other online major retailers.

RESULTS

With PowerBar nutritional information and e-commerce links delivered throughout the platform, PowerBar.com is a global community Web site in which athletes from every country can learn, train, and share content specific to their sports. Garnering a 350,000 opted-in consumer base,* many have called the site “best in class” for athlete-focused, tools, and community features.

By working with OIC to develop Web sites, mobile applications, widgets, social media avenues, and extending the PowerBar brand across all market venues, PowerBar has met their objective of significant growth in opted-in online consumers.**

**Based on Nestlé CMT opted-in consumers as of September 2011.*

***As of September 2011, based on Nestlé CMT tracking, PowerBar had a 350,000 opted-in PowerBar.com consumer base; 215,560 Facebook “Likes;” and, 5,510 Twitter “Fans.”*

/ ONE OF THE FIRST GLOBAL COMMUNITY WEBSITES WHERE ATHLETES CAN LEARN, TRAIN, AND SHARE SPORTS SPECIFIC CONTENT.

/ POWERBAR HAS SEEN A SIGNIFICANT INCREASE IN MARKET PENETRATION.