

FusionDesign ventures into e-commerce with KWV Emporium and Syzygy Social PR

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FusionDesign has worked with a number of brands over the years, and recognizing the growing demand for more below-the-line marketing, in 2019 created a new specialist division, Syzygy Social PR, in order to expand its offer in this field.

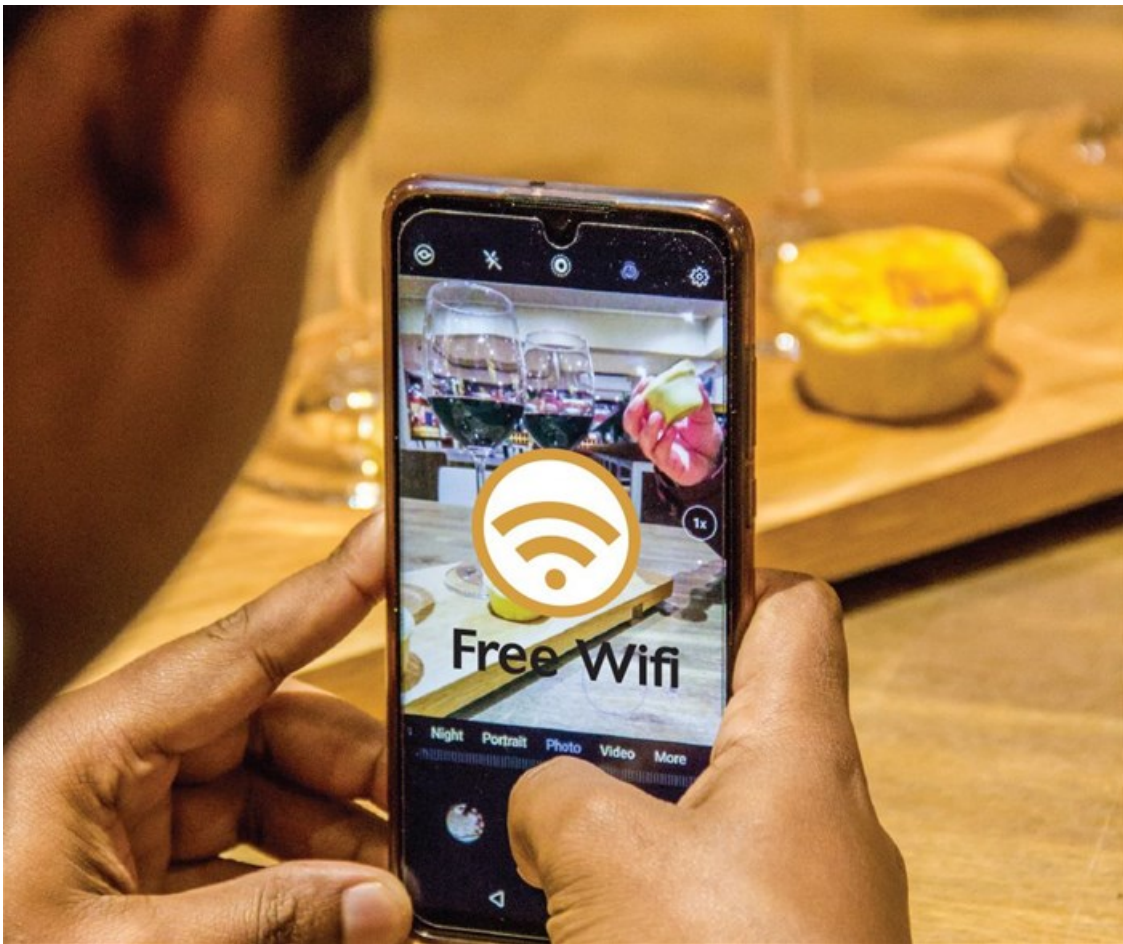
Syzygy provides web-based solutions such as design and development, social media campaigns, search engine marketing and media relations to name a few. Through this specialized venture, FusionDesign has kept an array of clients on trend by utilising responsive and creative community engagement and a consistent brand experience across multiple platforms.

Needless to say, the agency was highly honored when last year KWV selected it to design and develop KWV Emporium's new website: www.kwvemporium.co.za. The KWV Emporium occupies over 22 hectares in Paarl and is one of the largest cellar complexes in the world - offering a variety of beverages, tasting experiences, and frequent cellar tours to visitors from across the globe.

"Our goal was to bring this large landmark and its unique offerings to new digital clientele, which we did by co-designing and developing kwvemporium.co.za," said FusionDesign Founder, Carmen Lerm. "The Emporium took us six months of meticulous planning, implementation and testing to develop, and at the time was the culmination of FusionDesign's 20 years of experience from a variety of projects for clients in a wide range of industries," continued Lerm.

As Lerm alluded, KWV Emporium is not just a website, it is an exciting new e-commerce platform that boasts a comprehensive online shopping function which gives consumers in South Africa access to KWV's extensive range of wines and spirits at cellar prices, delivered to their door.

Wine lovers can now select from a wide range of red, white and rosé varietals, while those with bubblier tastes can acquire Methode Cap Classique and sparkling wines with just the click of a mouse or swipe of a finger. The Emporium also hosts a selection of premium fortified wines, spirits and liqueurs, as well as exclusive offerings such as The Mentors Carménère wine and a limited range of very rare vintage fortified wines dating back as far as 1929.



The new online shopping facility which offers safe and secure online wine sales with a range of different payment options, has helped make this iconic brand's renowned offerings more accessible to new markets as well as existing ones such as the KWV Ambassadors Club, who had become accustomed to buying their KWV wines via email or telephone.

According to research by Endertech, the food and beverage sector is currently experiencing conversion rates averaging between 3.6 and 7.2%, with some analysts suggesting online sales will be responsible for 15 to 20% of the food and beverage industry's overall global sales within the next five years - For those unfamiliar with the terminology, conversion rates are how visitors to a website that complete a desired goal (a conversion) out of the total number of visitors are measured. While the aforementioned rate might not seem like a lot at first glance, it has generated billions for the sector and there is evidence to suggest that sales generated through e-commerce platforms are now not only competing with, but are even overtaking offline channels in some instances.

"In order to remain competitive in this space, outlets have to also pay special attention to not only their goals, but core components such as visitor demographics, objectives and experiences," said Lerm. "Increasingly, websites are the first and most regular way consumers interact with outlets, so a robust and responsive e-commerce website is becoming a crucial component of not only sales but also modern brand reputation strategies within the consumer goods sector - After all, an unsatisfied customer is highly unlikely a repeat customer," concluded Lerm.

If your brand is considering or making the leap to e-commerce this year, we invite you to contact us to discuss your needs and how Syzygy on FusionDesign can help you take your next step into this exciting space.

For more information visit www.fusiondesign.co.za or connect with Syzygy Social PR on FusionDesign via social media on [Twitter](#), [Facebook](#) and [Instagram](#) @FusionDesignSA



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