

Repackaging for online electronics store

Digital Planet, one of South Africa's largest online electronics stores, recently underwent a rebranding phase, changing the look, feel and functionality of the website. "We want people to be excited about receiving a package from us. This lets them know that we always try to improve their experience every day," comments Neil Watson, MD at Digital Planet. However, the experience doesn't stop at the site: the entire packaging has been redesigned to resemble a present. "Customers were taken back by receiving their items neatly wrapped in blue bubble wrap, sealed in yellow tape bound by a flashy sticker with the words 'To Me From Me'," adds Watson.

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