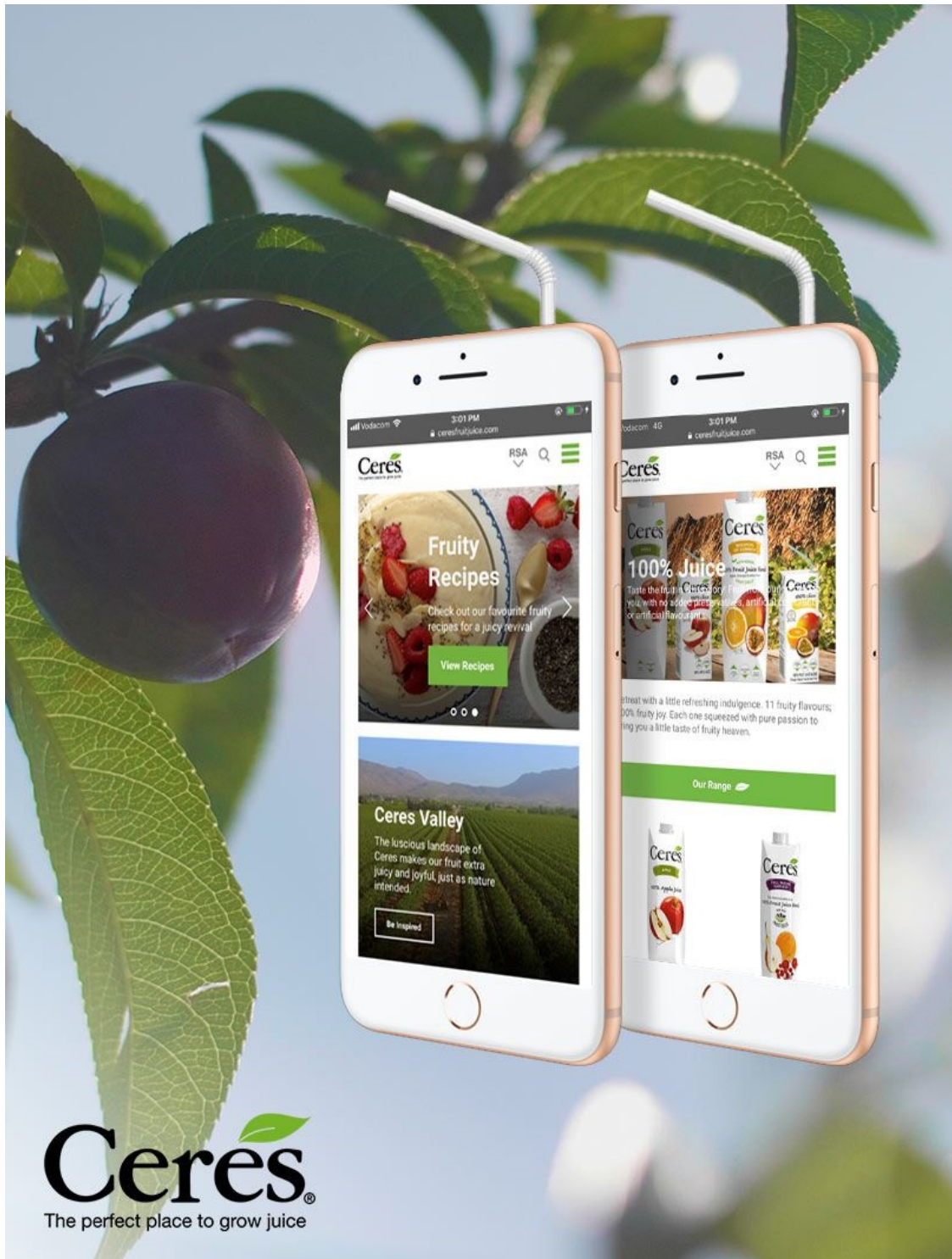


# Ceres gets a new highly interactive website from Techsys Digital

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Pioneer Foods tasked Techsys Digital with the challenge of crafting a website that could be multinational, multilingual and support regional content variation for the iconic South African brand, Ceres. The website needed to communicate the expertise and origin of the much-loved brand.



Techsys Digital proposed building Ceres' new site from the ground up to ensure that it could be highly interactive and fully mobile responsive. Techsys Digital MD Andrew Walmsley noted that, "Extensive research was conducted to identify the

best practice in the categories of functionality, design, sophistication and interactivity. These categories allowed Ceres and Techsys to closely align on the direction for the site.”

Due to the regional and linguistic variations of the site a path was set for a phased approach. In the first phase, the global, South African and Trade sites (the distributors’ portal) were built. Next, the sites for the key SADC countries were produced and finally the roll-out plan extends to additional individual country websites.



The first three sites have been exceptionally well-received by Ceres and parent company Pioneer Group. The source of delight for the client is that all requirements were met and often exceeded, as the agility and flexibility of the Techsys team meant that many new unique features that were proposed throughout the course of the project could be incorporated.

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