

## case study

### Masterlease

Category: Branding & Digital Identity

### the brief

Masterlease, the leading vehicle leasing company owned by General Motors commissioned MarketingNet to develop the corporate on-line brand, digital brand guidelines, and a new design for their new Group site and fourteen country sites as part of the global roll out of their new CMS.

### our solution

MarketingNet were particularly well positioned to conduct this project, as it has extensive experience and expertise in pan-European marketing. Concepts, design options and structure frames were tested using 'eye tracker' technology.

The brand proposition of 'Going further' was translated online as providing a more rich environment than the competition, by 'Going further' with regard to usability and accessibility. The on-line branding needed to have a strong relationship with the off-line brand as Masterlease were adopting an integrated customer acquisition programme.



### the result

The solution met all the stipulated corporate requirements. In user testing both the Group site and the country sites performed well in terms of usability and conformed to all the latest W3R accessibility standards.