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Open™

## House of Comfort

Online experience and brand 'toolkit' for Unilever  
Comfort global brand teams.

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## Brand experience online toolkit



With 400 brands spanning 14 categories of home, personal care and foods products, no other company touches so many people's lives in so many different ways.

Unilever - Our brands make our business

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## Brand experience online toolkit



### Objective\_

Create and deliver an engaging and interactive online brand experience.



Unilever's Comfort Fabric conditioner is perceived as a strong brand with strong innovations, which is showing both excellent results and growth mainly driven by the developed and emerging markets (Asia, LATAM and AMET). However it had been some time since this message had been communicated internally, in fact the last official time the brand had been presented was at the Istanbul Fabric Conditioning Conference in September 2007.

Since then, the Global Comfort team has strengthened the brand key vision and plan. The target audience was not aware of the developments and therefore required an compelling internal communication strategy to deliver the new key messages.

The communication objective was to engage and inform a wide internal audience. Both an internal audience such as colleagues working regularly on the Comfort brand within Unilever regions across Europe, Asia, LATAM, AMET

and marketers across varied disciplines from Brand development, Brand building, CMI (marketing research), Research and Development and Finance.

The proposal for the Comfort global brand team at Unilever was to design and develop a digital toolkit for their brand intranet, based upon the iconic Clothworld advertising campaigns. This would provide an interactive online home for Comfort; containing all assets such as iconic TV advertising, the global design strategy assets, brand design guidelines, 40 years of Comfort historic montage film, research documents, contact details, print and video presentations.

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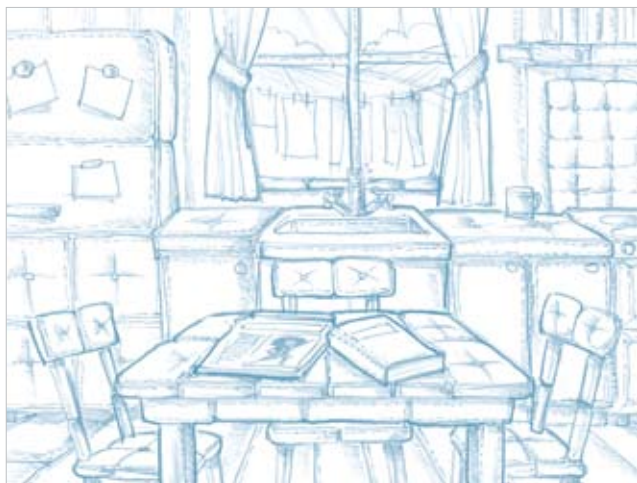
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## Brand experience online toolkit



### Approach\_

Engage a global audience in the Unilever 'Comfort' Brand essence and deliver a framework for distribution of shared digital content.



In association with the client agency - Experience Worldwide - the brief was to develop the 'House of Comfort' concept; originally conceived as a physical brand stewardship environment in the UK and Singapore and bring the brand to life under one roof - the 'House of Comfort'. The core creative was developed by Open from the iconic 'Clothworld' TV advertising campaign and the creative direction focussed on illustrated room scenes and environments containing interactive hotspots previewing content for download.

From here Open developed an immersive engaging digital application that would contain all brand assets, interactive content and downloadable strategy and research presentations.

The Comfort Digital Toolkit intranet application facilitated the ability for brand teams to share a central brand database developing a strong sense of community, to generate interest in the

brand key vision and therefore align Comfort Brand messages with colleagues around the world. The aim is to ensure that all Unilever marketers, and their agencies, have the tools that will enable the communication of the brand consistently on a global scale.

Technical considerations were given to the various users and subsequent internal restrictions and Open proposed the development to be undertaken in [Adobe Flex](#). A free open source framework for building and maintaining expressive web applications that deploy consistently on all major browsers, desktops, and operating systems.

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## Brand experience online toolkit



### Solution\_

To bring the Comfort brand and the House of Comfort concept to life together online by creating a dynamic and engaging interactive framework to house all elements.



The site opens with Senior Vice President Keith Weed, Homecare Hygiene and Water introducing the next phase in Comfort brand strategy and introducing the 40 years of Comfort film.

The user is then guided into the 'House of Comfort' and exploration of the house is themed within room scenes as brand content is separated into grouped sections such as Happy Homebirds (Comfort target market), Brand Design and ID, Iconic Advertising Heritage, Growth Drivers and Contacts.

The look and feel creatively reflects the Comfort Brand qualities, for example the colour palette used is to reflect Comfort brand fragrance, a key brand association. This combined with interactive sound elements site wide creates a relaxed, homely, informative environment where the user can engage interactive content, download or preview presentations and video content.

Open also created a 90 second animated sequence and voiceover for Comfort Global Brand strategy to illustrate the brand development across all ranges of bottle packaging. This was integrated into the site along with a digital book for the 'Happy Homebirds' section and an interactive quiz.

Design & Development:

- Intranet site - Adobe Flex application
- Sound design and effects

Interactive content:

- 3D render animation and voiceover
- Interactive 'Digital book'
- Interactive Quiz
- Flash promotional banner
- HTML email invitation

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# Brand experience online toolkit



## Results\_

A comprehensive toolkit that enables the communication of the Comfort brand consistently on a global scale.



The internal digital toolkit is unique to Unilever's global brand teams and has delivered beyond expectation. The site will continue to grow and develop as new content needs to be delivered to all global regions within the Comfort brand.

Ongoing feedback will be measured from global brand teams, and internal audiences, this in turn will shape quarterly updates and future content reviews.

### Visit the website\_

Internal communications - Confidential.

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### Above\_

Download preview pop-up, Original ideas - 40 years of Comfort video, The Study scene, Happy Homebirds Digi Book, Magnum TV advert Saudi Arabia & TV video pop-up



## Contact us

For any further information on how Open can help you, please contact:

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