



omobono

DIGITAL BRAND ENGAGEMENT

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# Case Study :: Coca-Cola Enterprises

## The challenge

Coca-Cola Enterprises required a reusable web platform to host company-wide corporate responsibility and sustainability assets, and subsequently corporate media assets. Both sites were required within a short timescale.

## The solution

Omobono approached the projects by:

- Defining a user-friendly open-source CMS – flexing as assets increased
- Developing a highly filterable and intuitive search functionality
- Creating cross-project templates and libraries to streamline deployment.

## The results

Within a short timeframe, Omobono designed and deployed both sites, creating company-wide resources that are proving to be invaluable business assets.

