



CASE STUDY

Ergobaby / Orbitbaby

CHALLENGE

Ergobaby Carrier, Inc. is a leading retailer of premium baby consumer products. Their two brands, Ergobaby and Orbit Baby, are highly regarded in the marketplace of baby carriers and stroller/car seat transport systems. With product sold in more than 700 retailers worldwide, the company needed a tool that would allow sales reps to access their product catalog and deliver the brand message in a consistent and engaging experience.



PROJECT

Sales enablement tool for retail company

TECHNOLOGY

ADOBE DPS



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SOLUTION & EXECUTION

The solution was one application with two points of entry, one for Ergobaby and one for Orbit Baby. Upon entry, the user is taken through an interactive sales experience and can explore the full array of colors and styles of available products for each brand. Navigation is clear, consistent and user friendly and the brand message is reinforced throughout the user journey.

An entry animation enables the tablet device to be left as a display at trade shows and enables the user to navigate into the brand of his or her choice. By digitizing the printed sales catalog, 6D was able to provide Ergobaby sales associates with an efficient communicate tool to better sell the product. By using DPS, sales catalogs are never out of date, never need to be shipped and provide an engaging experience that helps sell products.



VIEW A DEMO

www.behance.net/gallery/24463045/Ergobaby



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