



New website design and development for VEGEMITE

- + Hosted on high availability AWS infrastructure
- + Using the WordPress Content Management Solution
- + e-Commerce via WooCommerce solution for WordPress

We are proud to announce the launch of the new VEGEMITE* website.

After having supported the migration of the VEGEMITE website back in 2017, we were once again called upon to create a storefront for the website in 2018.

Fast forward 2 years and we were delighted to provide Bega Cheese Limited with a complete reimagining of the iconic brand's website. Beginning with the design

phase, our in-house graphic design team worked with key members of the VEGEMITE brand team to better understand the design language that would accurately reflect the VEGEMITE brand.

The result of this process was a more unified storefront with tremendous flexibility for ongoing store and website maintenance.

While the design phase was proceeding, our AWS team was busy working on an improved infrastructure for even greater website performance.

Once the new design was locked, our in-house web development team got to work building the new custom design into a functional, responsive website using the ubiquitous WordPress platform.

Every aspect of the design needed to be editable by Bega's in-house teams so we custom coded *each and every component of the design*. By taking the time to hand-craft the theme in this way, we avoided the use of complex page builder plugins and hard-to-navigate theming systems. Instead, our custom coded theme makes extensive use of the easy-to-use native WordPress page editor.

The end result is a *fully customisable design* that protects key brand elements, allowing Bega's in-house teams the flexibility of maintaining their website without risk of breaking away from their crucial brand guidelines.

If you are looking for skilled WordPress or Drupal website developers, give us a call today and glean the benefits that come from a company with both creative and technical teams **in-house**.

**VEGEMITE, the VEGEMITE device, the VEGEMITE trade dress, are trade marks of Bega Cheese Limited.*