



SEARCH

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- EXPERIENCE THE DIFFERENCE
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How much counter space will you regain?



COUNTER SPACE CALCULATOR

- 1
- 2
- 3
- 4
- 5

the Trusted Name in Quality Under-the-Cabinet Appliances for more than 20 years!

Imagine: long-lasting yet compact and beautiful. That's the Black & Decker® SPACEMAKER™! Check out our complete line of space saving appliances today.

SPACEMAKER™ APPLIANCES



SPECIAL OFFERS & PROMOTIONS

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LAUNCH OUR INTERACTIVE TOOL
KITCHEN WITH SPACEMAKER™



SIGN UP FOR SPECIAL OFFERS & NEWS

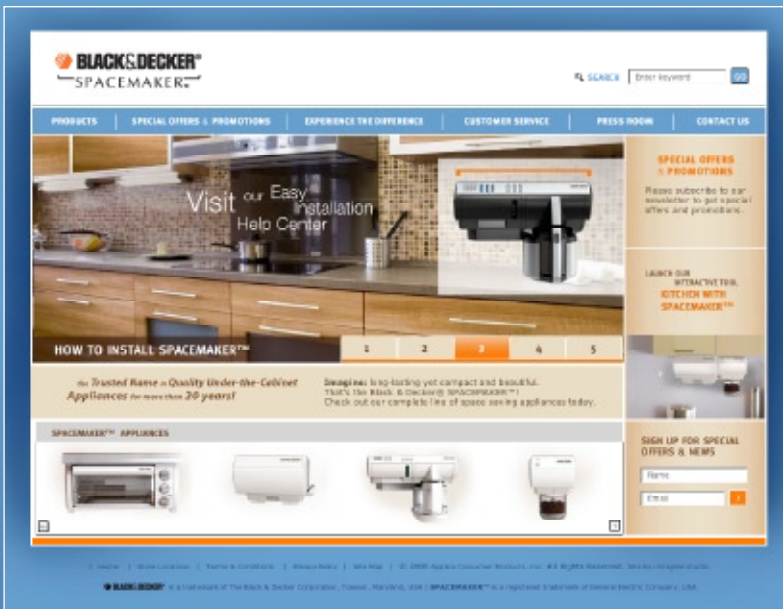
SITUATION

Applica Incorporated is a marketer and distributor of small home appliances focused on innovative design and development, marketing its products under licensed brand names, such as Black and Decker®, throughout North America, Latin America, and the Caribbean.

With the success of its original SpaceMaker™ products, Applica received thousands of requests from happy customers to expand its product line of convenient kitchen appliances. As a result, they turned to I Imagine Studio to develop an engaging and innovative Web site to introduce the expanded line.

Objectives for the new Web site:

- Provide a unique shopping experience for customers, unlike any found in stores
- Drive online and offline sales with preferred retailers, like Target
- Support advertising and PR initiatives
- Raise awareness of Applica's expanded product line



IMPLEMENTATION

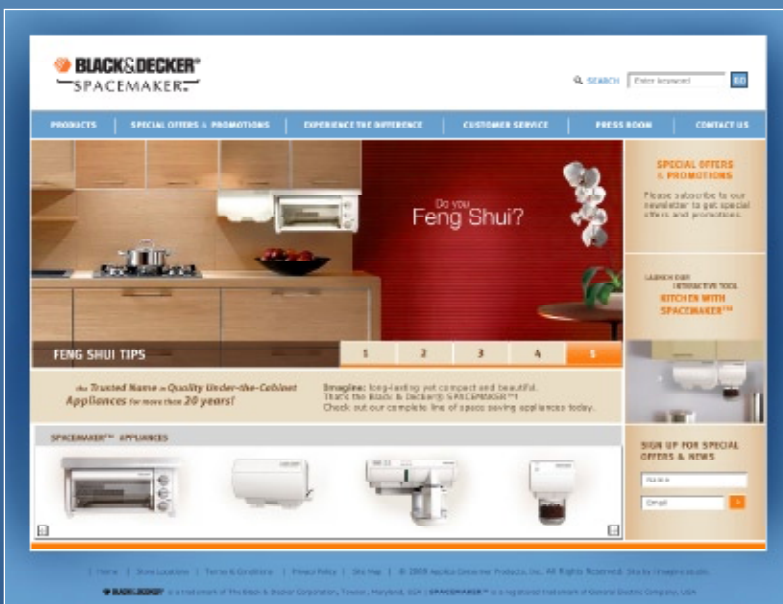
While creating the Web site, I Imagine sought to provide an experience online, unlike anything in stores, via a 'virtual kitchen'. With this feature, customers can now envision how these small appliances would fit into their kitchen and save them space before they buy.

With this innovative feature, online visitors can now makeover a kitchen: choosing a kitchen style, experimenting with different paint colors, and selecting the color and texture for the cabinets, countertops, and appliances. The ideal kitchen created, the feature allows customers to see how different SpaceMaker™ products look in a variety of kitchen styles.

With the countertop calculator, consumers can easily see how the SpaceMaker™ line saves them valuable counter space.

The before and after gallery highlights the convenient, clutter free design of the SpaceMaker line, showing pictures of kitchens with regular appliances and how those kitchens would look after using the expanded product line.

Promoting a clutter free kitchen, the site also includes Feng Shui tips that will help customers create harmony in their homes.



RESULTS

- The website is a major vehicle in propelling the line's successful launch and driving interest in the products.
- As of today, the Web site represents Applica's best practices in online design.

