

A new website to live the emotions of the world and colors of Donnafugata



José Rallo: “With the new website we have put the person and their desires at the center of the winery's communication system. A tailored project in line with the latest web design trends that brings out the deep sense of our identity.”

The web is a sphere of strategic interaction and sharing, reason for Donnafugata's decision to restyle its website that puts the person, their desires and their navigation experience, first: **user first!**

A reversal of perspective that focuses on the emotions and expectations of those who make the journey to discover the world of Donnafugata; a fluid journey that, through the **storytelling** mode, narrates the winery's values, protagonists, territories, wines. The challenge is to evoke maximum user involvement offering privileged glimpses into the winery, proposing an immersive experience.

The fruit of a completely new project, in line with the latest **web design** trends, the website represents the **heart of the winery's digital communication system** that in recent years has greatly evolved through the development of *DonnafugataWine* channels on Facebook, Twitter, Instagram and Youtube.

A dynamic website that thrives on constant updating, in dialogue with the social profiles and communities of reference. Content available in **three languages**: Italian, English at present and, with this new project, also German by the end of the year, specially arranged for **navigation on mobile devices** (smartphones and tablets) that now make up more than 60% of internet traffic. Just think how much consumers get their information online, also in front of the shelf before buying a wine in a wine shop, or in order to choose one from the wine list in a restaurant or for an *aperitivo* with friends. It should be pointed out that the new website retains a desktop usage that is just as beautiful and identifying.

One of the founding principles in its development was **functional minimalism** in order to create a clear and straightforward website, with an essential menu, that quickly captures the navigator's attention and offers all information in an effective way.

Considering that users – millennials top the list – are more attracted by visual content than by textual content, the new website presents the artistic labels, the wineries, production processes and the protagonists of the wine company through a treasure trove of exciting and high quality images. The

homepage is captivating, with a large window on which the main starting points proposed for navigation rotate, and the long scrolling with highlighted events and news that make it a real magazine.

The use of **bright colors** is another important design guideline we wanted to follow. Perfectly consistent with the Donnafugata style – in the new website the colors stand out through the graphic elements, photos and famous labels for their extraordinary personality.

From the point of view of **content**, the heart of the website beats in the section dedicated to the **Collections**, already presented at last Vinitaly. The wine lover is at the center with his desires and expectations, and chooses Donnafugata for its range of eclectic wines, always capable of offering the wine he desires in every moment: the *fresh and fruity* collection for those who are looking for joy, the *versatile character* to feel in harmony, the wines that display *Mediterranean elegance* when looking for charm, and the *icon wines*, Mille e una Notte and Ben Ryé that satisfy the wish for exclusivity.

Lastly, the **organization of content** with different levels of detail, from novice to expert, is also targeted on responding to the interests of different users: the *store locator* for those who want to purchase Donnafugata wines, *press and trade room*, with more technical information, respectively for journalists and operators in the sector, *visiting* for enotourists.

“Designing the new website – José Rallo explains – we decided to put the person, their desires and their navigation experience, first. We agreed to approach the best practices of web communication, applying our craftsmanship to the project, to bring out the deep sense of our identity. We have given space to the interests and passions of people who love wine. A website to live the emotions of the world and colors of Donnafugata. We hope we’ve succeeded.”

Marsala: November 21st, 2016

Public Relations	Baldo M. Palermo baldo.palermo@donnafugata.it tel. +39 0923 724226
	Laura Ellwanger pr.international@donnafugata.it tel. +39 0923 724258
Press Office	Nando Calaciura calaciura@granviase.it cell. +39 338 3229837