

Goals:

[Click here to watch a video overview of the web app and solution framework](#)

Alliance Films, Canada's leading motion picture distributor, approached Seventyeight Digital to develop a gaming and contest engine in support of their upcoming film release of Immortals. Wanting to reach a wide audience while providing a modern and unique take on the digital marketing of the film we settled on a mobile activation.



The Mobile Web Application needed to provide information about Immortals in a format optimized for mobile devices and additionally support an 11 day countdown style contest where new questions, pertaining to the film, are presented each day making the players eligible for contest prizes.

The application needed to be constructed in a relatively short period of time (3 weeks), be accessible on a wide variety of mobile devices, contain feature and media rich content, be true to the branding and visual aesthetic of the movie, and provide incentives to visitors for repeat views. Anticipation of lots of traffic also dictated a back-end architecture that was secure, highly available, and able to provide ample bandwidth.

Key outcomes included:

- Efficient content management - because of the compressed nature of the deadline and large amount of content efficient processes were paramount
- Collaborative model of document publication and work-flows
- Fast load times for users on mobile connections while maintaining a visually rich experience following the movie's branding

- Perfectly formed HTML to ensure widest compliance rate among mobile devices
- Secure - because the application held contest information measures had to be taken to ensure abuse was prevented and private information was safe
- Ability to handle high load conditions including data reads and writes

Challenges:

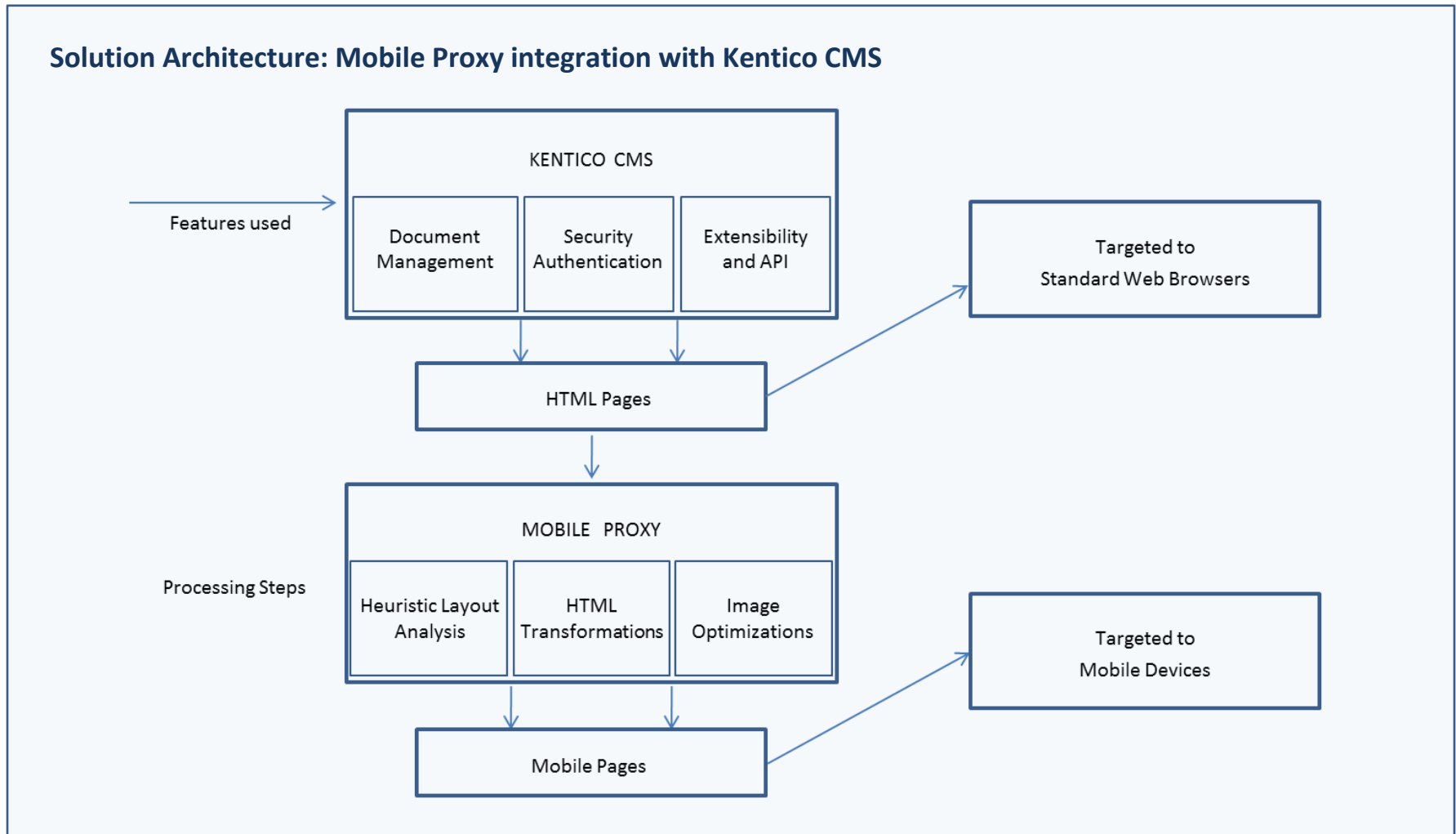
Merely providing a different style sheet for mobile devices was not enough. Optimization of the weight of pages, the type of content to display and a complete rethinking of the IA were deemed necessary for success. Because of this, a front end jQuery based mobile framework called jQTouch was used for the front end. This provides mobile UI elements and behaviors such as animated page transitions common in high end HTML5 mobile web apps.

At the same time creating a separate website to hold the content was not an option as content updates would be error prone and too costly. A compromise was made, through a creative integration strategy, which provides an optimized mobile experience while retaining centralized control of content in Kentico. Specific elements include:

1. **Navigation structure** - created through Kentico API calls and custom transformations in .NET to produce mobile optimized html.
2. **Mobile Content Proxy** - The mobile website utilizes AJAX patterns to retrieve the content of each page. The content is produced through a custom proxy page that queries the Kentico Database returning only the mobile web part's content. The content received via this database call is cached to optimize performance. The proxy returns only the html for the mobile site – no other content (i.e. view state, Kentico generated client files, various JavaScript and css files, or the PortalTemplate.aspx structure itself) is returned. This results in very fast load times (important on mobile) and provides complete control over the look and behaviour of the html.

Solution:

The primary solution framework was constructed through the integration Seventyeight's Mobile Proxy and Kentico CMS. The diagram below illustrates how these components integrate and function to produce an optimized mobile user experience.



Kentico CMS formed the foundation for content and final management and was a critical element in helping us achieve all of the objectives that we set out to accomplish in this project. Key elements of the solution include the following:

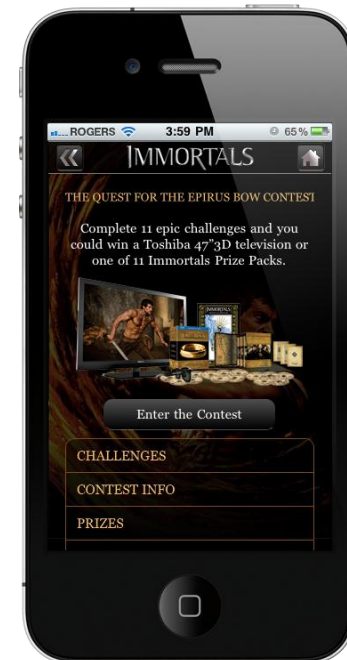
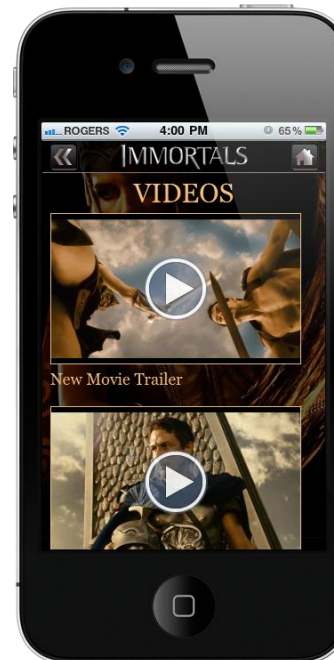
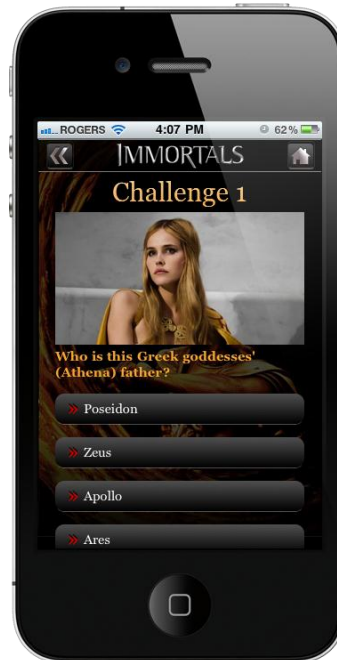
Optimized for today's Smartphones, we developed a mobile specific version of the site integrated with the Kentico CMS in order to accommodate mobile constraints such as bandwidth and smaller screen size.

We leveraged many of Kentico's built in features which significantly reduced development time while ensuring a high quality feature rich product for our client. The core is based off the Portal engine allowing for our non-technical staff to enter content, design templates and affect the Information Architecture with ease.

Seventyeight's Mobile Proxy component was used in combination with Kentico CMS to optimize and render the content. Mobile Proxy automated the following processes:

- The overall application was constructed as an HTML5 web app to ensure a consistent user experience across iPhone, Android and Blackberry devices.
- Images were resampled and "crunched" to produce the smallest file sizes possible while maintaining on-screen quality.
- All interaction is controlled using Javascript - no plugins required.
- All animations and transitions generated using modern CSS3 methods.
- "Lazy loading" was utilized wherever possible to ensure wait times are always minimized.
- Lightning fast video load times were achieved through file compression to formats most widely supported in mobile devices.

The end solution is hosted on Seventyeight Digital's streaming media servers to provide the capacity and performance required to ensure a secure, optimum user experience.





CASE STUDY: IMMORTALS MOVIE MOBILE WEB APP <http://immortalsmovie.mobi>

Key Criteria For Choosing Kentico CMS:

Kentico CMS was the obvious choice for this activation given our past experience creating exceptional mobile web apps using Kentico CMS in combination with Seventyeight's Mobile Proxy.

Kentico CMS provides the following key benefits:

1. Ability to easily integrate Seventyeight's Mobile Proxy custom component
2. Ease and flexibility of programmatic customization
3. Ability to handle enterprise requirements related to collaborative access to large data sources
4. Social media integration capabilities
5. Strength and flexibility of workflow configuration
6. Ease of use for non-technical users
7. Powerful data migration tools

About Seventyeight Digital:

Seventyeight Digital is a strategic technology development and interactive design firm focused exclusively on the internet space. Our solutions engage and benefit users, generate brand recognition, provide relevant and actionable data, stimulate thought and communication, inspire people to take action, capitalize on business efficiencies, and offer significant ROI.

The Seventyeight team is comprised of highly accomplished and talented folks specializing in digital strategy, data management, technical development, and creative design - providing the competencies, agility and technical bandwidth to manage complex deliverables.

We can offer time to market, competitive rates and a level of responsiveness that traditional firms can't touch. We believe there is an effective solution to meet most budgets and can help you navigate the strategic & technical complexities to achieve your key business objectives.

Seventyeight Digital is a Kentico Gold Certified Partner offering a full range of interactive design, development, hosting and support services. Contact us for a free Kentico CMS consultation at info@78digital.com.

