

NEWS RELEASE

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Website relaunch: Cocomore turns the spotlight on Syngenta Germany online

The German website of agriculture company and global player Syngenta is shining with a new look. With the relaunch Syngenta trusted in Cocomore, a Frankfurt-based agency for marketing and IT. Cocomore impressed especially with comprehensive knowledge in the content management system Drupal and content expertise.

The German website of Syngenta (www.syngenta.de), a leading agriculture company, is shining with a new, modern look in responsive design and offers an improved user experience. With the relaunch of the German website Syngenta trusted in Cocomore, a Frankfurt-based agency for marketing and IT. Cocomore impressed especially with comprehensive knowledge in the content management system (CMS) Drupal, but also supported Syngenta with content expertise.

In addition to an easy-to-navigate user interface and the optimization for mobile devices, Syngenta placed great emphasis on changing from the old platform with MS SharePoint to a Drupal-based CMS solution.

Content guideline for the “News” area

Cocomore was responsible for the conception of the user experience and the page type taxonomies as well as the creation of import lists for product data and, in addition, supported with the layout of the website. Together with Syngenta Germany’s marketing team the agency developed a visual concept. Additionally, the marketing and IT experts delivered content for selected sites and designed a content guideline for the news area. Cocomore was also available in an advisory capacity for all SEO concerns.

“Our ability to execute almost all digital disciplines in-house was a significant advantage for the realization of this project. This way Syngenta could not only count on the know-how of our UX and Drupal specialists but also of our content experts. The result: less interfaces, less coordination effort and reliable implementation thanks to marketing and IT expertise from a single source”, says Marc Kutschera, Head of Account Management and board member of Cocomore.

Raoul Bettcher, Syngenta’s Head of Marketing Services DE/AT: “With the relaunch of our website we were aiming to further increase the appeal of our product range in the digital area. Four main criteria were essential to us: a modern and flexible technology, an attractive design, excellent usability and up-to-date content. With Cocomore we chose a partner that could not only support our plans from a technical viewpoint but also in the areas of UX and SEO. Cocomore also gave us valuable input in the conceptually creative area. With high flexibility and remarkable dedication the team of Cocomore contributed significantly to the success of the project.”

About Syngenta

Syngenta is a leading agriculture company helping to improve global food security by enabling millions of farmers to make better use of available resources. Through world class science and innovative crop solutions, our 28,000 people in over 90 countries are working to transform how crops are grown. We are committed to rescuing land from degradation, enhancing biodiversity and revitalizing rural communities. To learn more visit www.syngenta.com and www.goodgrowthplan.com. Follow us on Twitter® at www.twitter.com/Syngenta

About Cocomore

As an agency for marketing and IT, excellence in creative and technology services is Cocomore's strength. With 150 employees and offices in Frankfurt am Main, Geneva and Seville the company develops and provides communication, e-commerce and CRM (Customer Relationship Management) solutions. Among the agency's clients are Nestlé, Procter & Gamble, Merz, the Otto Group, Sanofi and the European Union. Cocomore has implemented projects in over 30 countries. This has contributed to the fact, that Cocomore has been chosen as one of the best five communication agencies in the category "digital and internet" within a customer survey of brand eins and Statista. For its efforts in terms of Corporate Social Responsibility Cocomore is certified by EcoVadis. For more information visit www.cocomore.com

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