



Fortune Brands
A home and security company

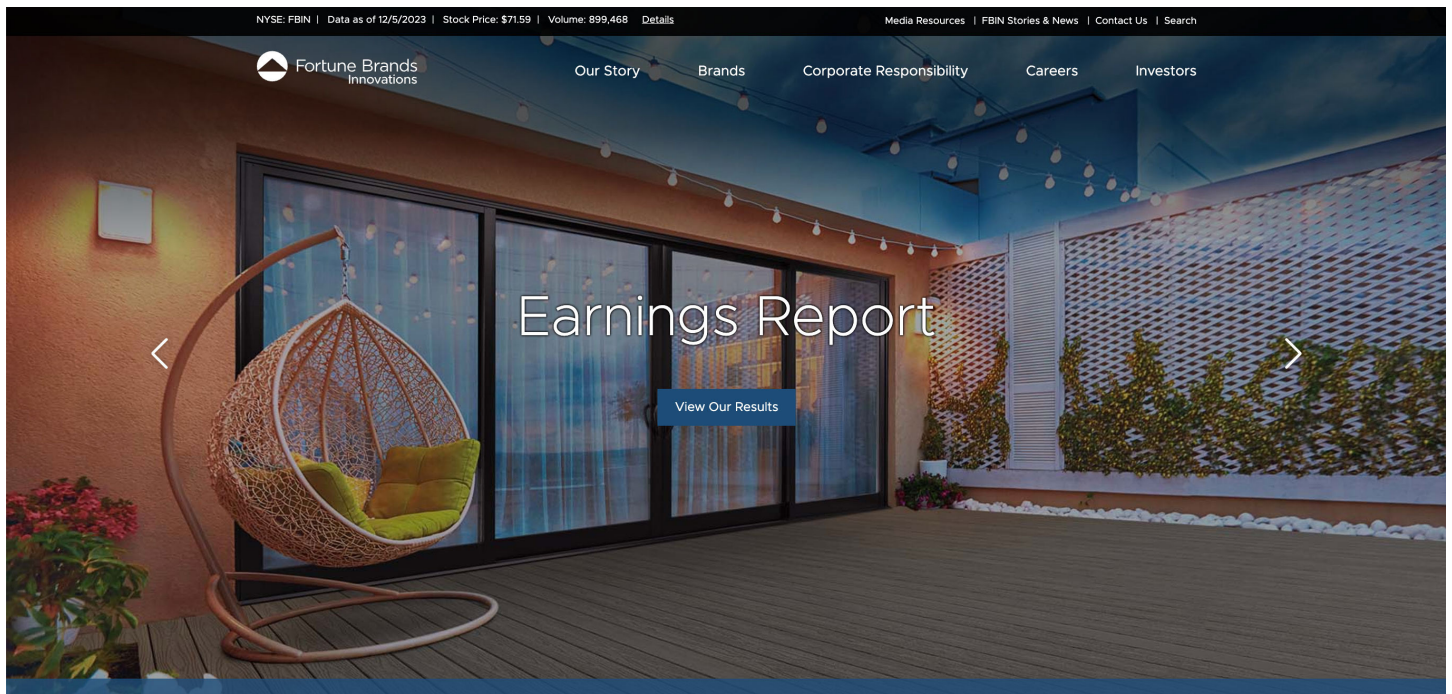
Fortune Brands is a home and security company built on industry-leading brands and innovative products for kitchens, bathrooms, entryways, and outdoor living spaces, and for protection and security. Fortune Brands encompasses many well-known brands in the plumbing, cabinets, and outdoors & security segments.



Background

Wakefly was supporting Fortune Brands current site when they asked Wakefly to design and develop a new site in honor of their 10 year anniversary of being a publicly traded company. They wanted a site that would elevate the corporate presence and enhance the dissemination of

details on the brands, ESG efforts, and investor information. The company wanted to have the site built in WordPress for an easy content creation and editing experience. They wanted to be able to manage the process of updating the content and keeping it fresh.



We Are Fortune Brands Innovations

Fortune Brands Innovations (NYSE: FBIN) is a brand, innovation and channel leader focused on exciting, supercharged growth opportunities within the home, security and commercial building markets. Our newly aligned organization and 12,000 associates are positioned to accelerate growth and productivity.



Goals & Challenges

Fortune Brands' previous website was created in 2015 and was in need of an extensive overhaul. Their business was in need of a more contemporary website and design approach that would better reflect their position in the marketplace, improve alignment with their brands within the portfolio and better represent their story and values to their different audience and user types.

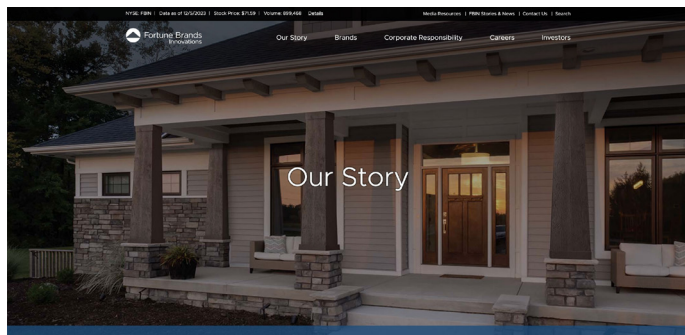
Their objectives were to improve the user experience of their new website. The existing navigation approach wasn't serving them the way they needed it to. They also had goals including improving the visual impact of the site, stronger copy and storytelling through the use of aesthetics and functionality. There were objectives that required thought around how to funnel users to the right content. New CTA approaches were required to increase the click rates to many areas of the new website that were important to Fortune Brands.

Thought had to be given about how to position Fortune Brand's purpose around fulfilling the dreams of home and the impact their brands have on the quality of peoples lives in the home. In addition, it was important to impactfully share their company story and how they add value for their shareholders, care for their associates and that they are good global citizens.

Solution

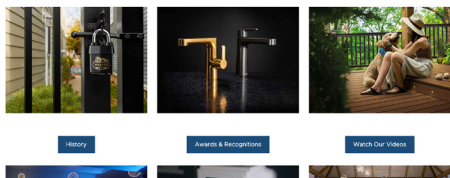
Design

The clean design is centered around images of the brand products in the FBHS portfolio, their employees, and their community involvement. The overall feel is both professional while conveying the message that the company is "fulfilling the dreams of home". Wakefly designed homepage concepts and then reviewed them with the client in detail, modifying them



Fortune Brands Innovations

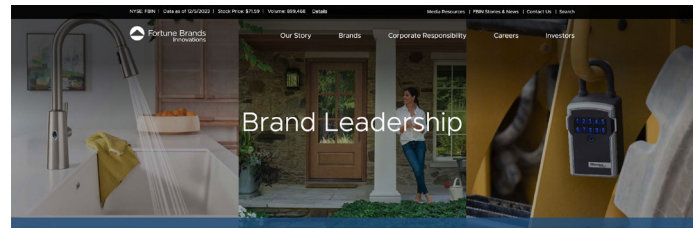
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until the home page portrayed the right look and feel the client wanted; when that was achieved, Wakefly continued designing other pages and content components.

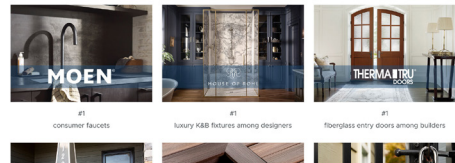
Navigation/UX/Content

The content navigation goals were met by reworking the sitemap and providing navigation that supported multiple ways of highlighting content. The menu is designed to be flexible based on different menu content



Our Brands

Strong brands help us stand out from our competition, drive sales and increase profits. We have a winning brand strategy that helps us enhance the inherent equity in each of our brands, building out even greater strengths and advantages. This enables us to get the most from each brand individually and collectively. Learn more about the power of our great brands in this video from Chief Marketing Officer Mark Hans Richer.



and to provide easy access to information via normal menu items, and page highlight sections. The brands menu uses imagery to highlight the categories, whereas the Corporate Responsibility menu is structured to provide multiple ways to lead people to the information they want.

The Careers page was designed to show all open positions across all the Fortune Brands companies. The site is integrated with back end data sources to display all the job locations and supports the users ability to filter on an area of the map as well as job type, department, and brand. The resulting jobs in the table link to a third party system with more details.

FBHS wanted the sections on the different product categories to visually highlight the different product portfolios. This was accomplished by a creative carousel that shows both the product types as well as multiple photos of each; the user can navigate through the carousel via the carousel controls or the Product Portfolio icons.

As Corporate Responsibility is very important to FHS, it is part of the main navigation and many pages are devoted to it. These pages are rich in information, yet are created to be easy to reach and navigate.

As investor information and relations is also a priority of the site, the stock ticker was integrated into the header that shows on every page, and in the main banner on the Investors overview page. The Investors section is populated from a third party site that has been seamlessly incorporated.

Content Management/SEO

The site was created to provide easy page editing and new page creation. The content components can be selected and arranged in the order that best presents the content for a page. There are many different options for styling the components with image, background images, and different designs.

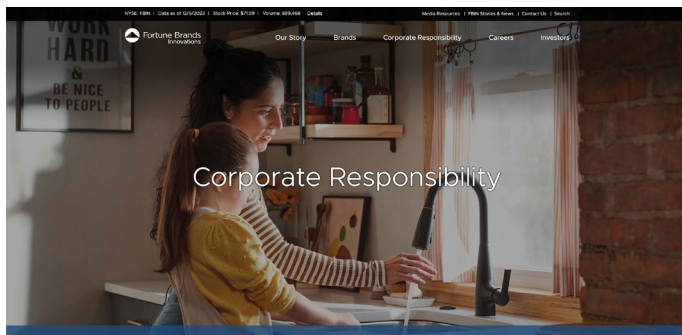
The site also supports SEO items such as alt-text for images using WordPress's media library, aria labels for buttons, and manageable H1s on every page. The site was tested for ADA compliance. There were 301 redirects put in place for the pages on the previous site to ensure previous pages did not result in 404 errors. The site was put through a quality assurance effort to ensure it properly worked in different desktop browsers and mobile devices.

Wakefly

Wakefly is one of the oldest and most experienced Kentico Solution Partners. Wakefly has been a Kentico Gold partner since the inception of the partner program in 2008. Our vast portfolio of highly technical and marketing-focused websites allowed us to achieve Kentico's highest honor, Quality Expert.

Whether you are in the market for a new website or just need help to make updates to an existing Kentico site, we can act as an extension of your team to help you achieve your goals. Wakefly's entire project team has experience working with Kentico, including certified developers and EMS certified marketers, so you can feel confident entrusting us with your site.

Wakefly creates digital experiences that matter. We craft unified, online marketing strategies to help you to reach more prospects and customers. Our methodical, data-driven approach ensures that we engineer the digital solution that's right for you.

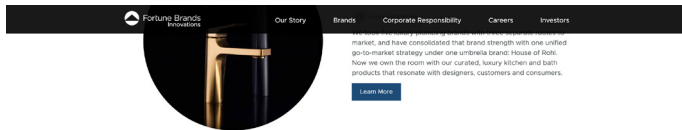


ONE Home

Our Company purpose is Fulfilling the Dreams of Home. Home is the place where we feel safe, make memories and connect with one another, and where we can be our best, authentic selves. Living up to that purpose means operating our business for the benefit of our associates, customers, investors, communities and our larger, collective home.

Fortune Brands ONE Home is our unifying approach to ESG. We believe Fortune Brands ONE Home ultimately makes us a stronger company, for the benefit of all stakeholders.

Our Fortune Brands ONE Home focus areas:



Expanded Luxury

Two of Fortune Brands' newest additions, leading luxury hardware brands Entero and Schaub, will be a highly synergistic complement to the House of Roth collection. Entero and Schaub are market leading brands with well-established and powerful distribution networks and leading channel partners, helping to increase the reach of our House of Roth luxury portfolio.

