

## Building a Lasting Online Presence for a Paper Products Leader

For a major global corporation like Georgia-Pacific, maintaining a strategic digital presence isn't easy.

Before Arke got involved, Georgia Pacific's digital footprint was immense and out of sync. The corporation holds a diverse portfolio of highly successful products. Consequently, there was great variation among the various brands. Each had its own website with distinct architecture, messaging, and creative.

Arke was asked to consolidate Georgia-Pacific's web presence using the Sitecore platform. The result was a multi-year engagement involving more than a dozen sales and marketing teams throughout the organization.

### GOAL

**Empower Georgia-Pacific corporate and major brands to engage directly with customers**

### CHALLENGES

To maintain its leadership position, Georgia-Pacific needed a more cohesive digital footprint to strengthen the image of Georgia-Pacific.



#### INDUSTRY

Paper Products Manufacturer

#### SERVICES

Arke website strategy, Sitecore architecture and development, quality assurance testing

#### STRATEGY

Align fragmented brand websites with a single Sitecore solution integrated with lead management tools.

#### TECHNOLOGY

Sitecore

*Georgia-Pacific is one of the world's leading makers of tissue, pulp, paper, packaging, building products and related chemicals. Its brands include Brawny® paper towels, Quilted Northern® bath tissue and Dixie® cups and tableware.*

*Georgia-Pacific products are also used in the construction, aerospace, mining, and facilities management industries.*

Its brands include some of the best-known names in consumer products: Angel Soft® and Quilted Northern® toilet papers, Brawny® and Sparkle® paper towels, Dixie® and Vanity Fair® napkins, Dixie® paper plates, cups, and bowls, and Stainmaster™ floor and kitchen cleaners.

Each of the brands had distinct marketing strategies, advertising agencies, and websites built on various technologies.

Georgia-Pacific also operates seven distinct commercial divisions: GP Building Products, GP Pro, GP Cellulose, Georgia-Pacific Chemicals, GP Nonwovens, GP Packaging, and GP Paper.

Despite the strong branding of individual product lines, the corporate website was falling short. Georgia-Pacific turned to Arke seeking an integrated user experience and greater consistency as well as strong integration between the various product sites.

Top of the wish list: technology that could mesh seamlessly with the individual brand and global commercial sites, while also supporting sales team efforts to manage and nurture leads.

A second long-term goal: a centralized environment which allowed users to move between the corporate and brand sites easily.

## SOLUTION

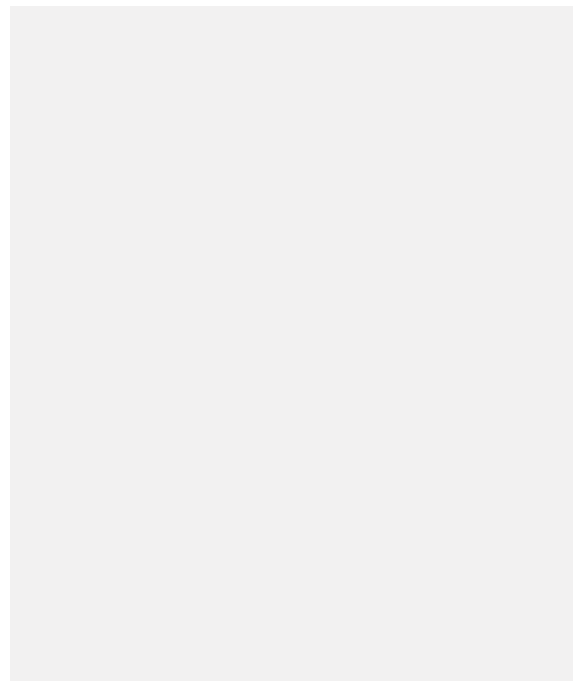
Arke provided continuity and the focus to keep the project on track despite its complexity and ambitious integration goals.

The Arke team spearheaded the initiative end-to-end. Arke served as the Sitecore architect across multiple agencies and multiple internal teams for more than five years.

With so many stakeholders and competing agendas, flawless project management was central to success.

During the roughly five-year engagement, Arke designed, built, and launched GP.com, leading all aspect of the project: content loading, training, and everything a public facing website entails.

Coordinating with the brand marketing teams and multiple agencies, Arke loaded and launched existing creative and new creative submissions.



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# TECHNOLOGY

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The new website, GP.com, was constructed on the robust Sitecore platform, which provides great flexibility and connection for both the corporate site and all the brand sites. Individual brand sites can now extend the corporate site experience, while enjoying virtually unlimited creative freedom.

Arke also integrated a new lead management system to replace the old, homegrown solution.



# RESULTS AND FUTURE GROWTH

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As a result of Arke's efforts, website users can now navigate the site, as well as individual brand sites, and enjoy a quality, visually consistent experience.

Sales and marketing both now have strong analytics capabilities to track, monitor, and nurture leads throughout the sales continuum. Everyone throughout Georgia-Pacific has access to the same central data repository, eliminating wasted marketing efforts and keeping multiple departments on the same page.

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