

Case Study:

Times of Refreshing



Hit the refresh button.
A make-over and increased functionality

+ www.timesofrefreshing.ca

Executive Summary

Times of Refreshing (TOR) is a weekly television program that airs on the Miracle Channel, Canada's only 24-hour, single-faith, television station. Since its inception in 1998, TOR has steadily increased in popularity among the station's viewers and is now* ranked as the second most popular program produced by the Miracle Channel. It is second only to the Miracle Channel's flagship program, which is hosted by the station's founders. TOR selected Intoria to enhance their Web and graphic presence to keep pace with its growing audience (currently* boasting a potential viewing audience of 1 billion people each time it airs) and to streamline administrative functions for its staff. Intoria delivered a suite solutions geared toward increasing sales, efficiency and professionalism.

*Accurate as of July, 2006.

Assignment

Times of Refreshing needed a fresh look that matched the charisma of the show's host, Craig Buroker. Additionally, viewers and staff were frustrated by the existing site's cumbersome online store and donation areas. It was becoming increasingly important to improve the professionalism of the client interactions that supplemented the television program, especially in light of the rapid growth of the program's audience. At the same time, TOR required tools to enable them to efficiently handle more orders, more client contacts, and more members and donors.

Solution

Intoria delivered a site that provided the eye-catching look TOR was after. We structured the site to highlight desired user actions, easily directing viewers toward the online store, Craig's travel itinerary, and membership signup. We developed a comprehensive administrative backend to provide the staff of TOR with the ability to manage content, update areas of the site, organize its membership database, and process donations and online orders in a quick and easy fashion.

In addition to the online solutions provided, Intoria was brought on to create the show's logo, redesign the television studio set, develop a brand to produce a consistent corporate image across all mediums of communication, and provide ongoing support with graphic design for products and communication pieces.

Results

Since the launch of TOR's redeveloped site, there has been a steady increase in online traffic, product sales, and positive client feedback.

Above and Beyond

Times of Refreshing is a not-for-profit organization that operates solely on donations from viewers. Intoria stepped up to the plate and donated time and resources to the project to see it go significantly farther than it could have gone with only the allocated budget.