

## Rubicon

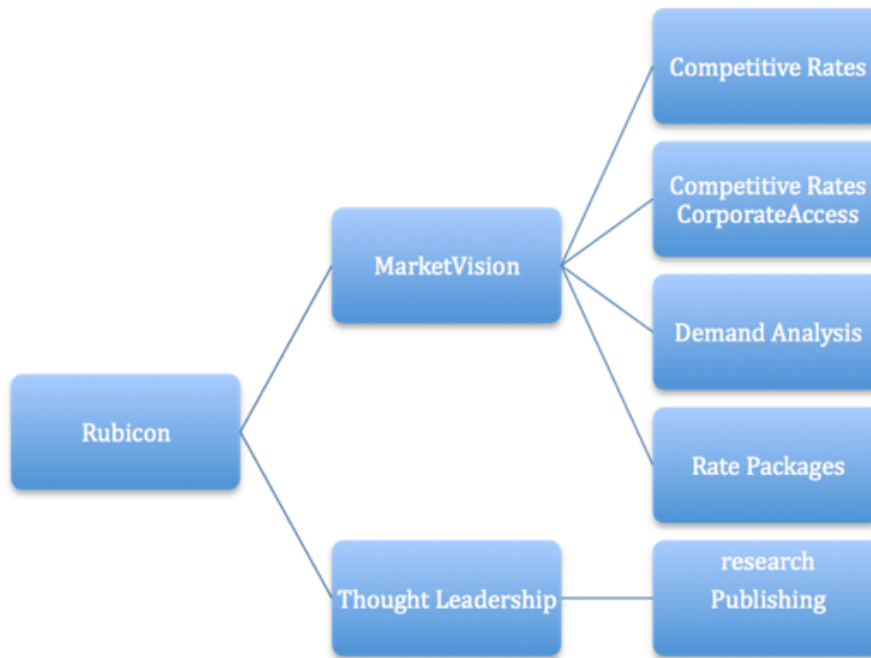
The company is a travel aggregator. The team were tasked with developing a brand position, product market message, and tactical items including new web strategy.

### *Initial Assets*

A simple outline was supplied indicating the strategy was still forming. Dominant focus was re-crafting the logo, color schemes and taglines. A new logo was finalized that echoed the old one with more balanced strokes and playing on the concept of "Rubicon", a mythical river. Cerulean blues were used in continuous-tone background with gold accents. Data was conveyed as fluid shape underscored and contained by a strong, noble vessel (Rubicon signature).

### Rubicon – Product and Services Structure

MarketVision has a family of services. These will eventually be parallel between hotel, car and airline

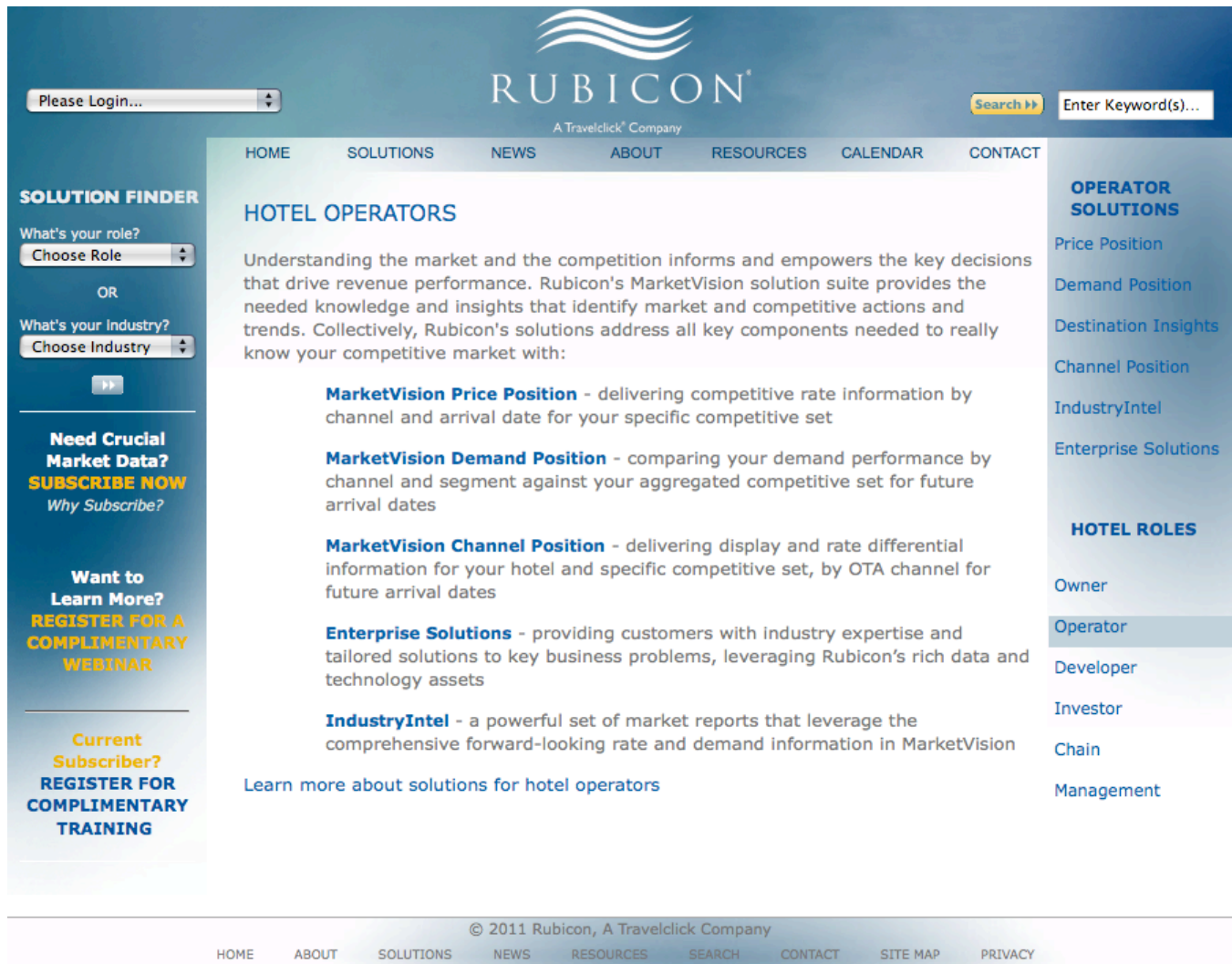


### *Product Abstract*

The web strategy centered around a group of product offerings tailored for the airline, hotel and car rental industries. In addition, solutions were customized depending on the role of the individual. So the solution navigation flow was in triplicate: Product, Industry, and Role.

The main navigation consisted of a dropdown menu of the product offerings. The major product, MarketVision, is really a selection of services tailored to price, demand, channel and travel destination.

A "Solution Finder" widget was developed to send the user to a collection of content individualized for his role or industry. On these pages copy was personalized to the role or the industry and right-side sub-navigation kept the user focused on both. (There have been many client attempts at edits since the site's inception, some of which are visually clunky.)



### Framework

Joomla CMS was chosen to give the client front-end editing ability, since product development and positioning was ongoing. Midstream of the site development, the client changed strategy to include more roles and shifted the the solutions matrix navigation to flow through product offerings rather than role/industry. (See next pages.) This necessitated several rebuilds as the main dropdowns for products were more or less static. The result was positive in that now all three tiers of drill-down could produce a right nav with customized, targeted content.

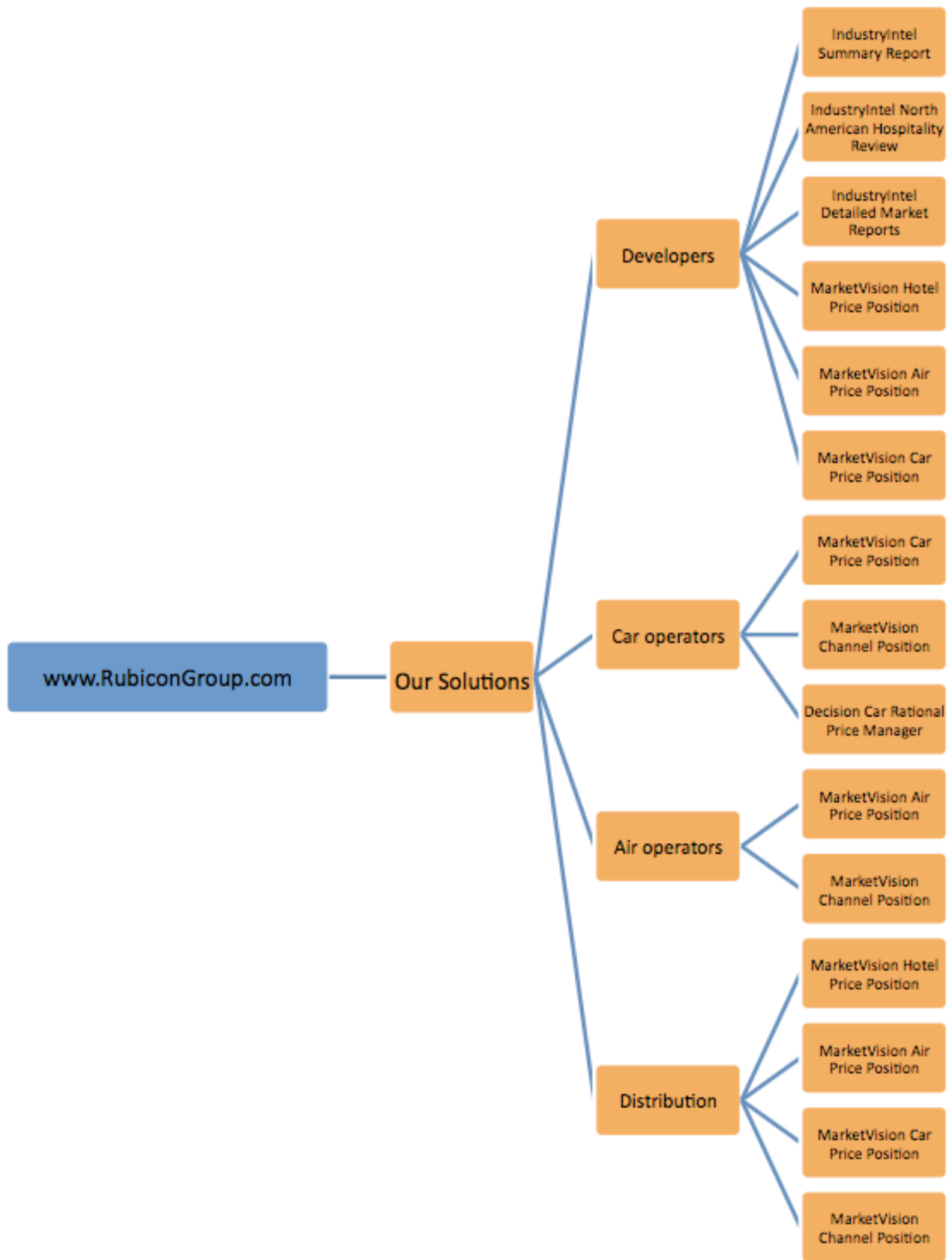
<https://docs.google.com/spreadsheet/ccc?key=0Auart1jd0lc6dDR2bkJZbGs3emJUQzYydGdTd0V6cnc>

### Results

The website resulted sales growth and new clientele that helped the company survive the economic downturn. In March of 2011, the company was acquired by Travelclick, who expressed the value and benefit of Rubicon services as a "unique combination of the substantial data and technology assets".

[http://www.rubicongroup.com/index.php?option=com\\_content&view=frontpage&Itemid=1](http://www.rubicongroup.com/index.php?option=com_content&view=frontpage&Itemid=1)

Rubicon proposed website layout – revised  
2.27.09



**Site Navigation Overview - Solutions**

