

Live the Unilever lifestyle on the homepage

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What do you see?

Even though Unilever's primary goal might not be to sell margarine to financial analysts, brands play an important role on the corporate homepage. The FMCG company thoroughly discloses and introduces its brands and promotes a healthy lifestyle through its main navigation.

The section 'Cooking and eating' discloses all food related brands, with use of colours, images, and videos, but also supports this good lifestyle. Unilever elaborates on its device 'feel good, look good and get more out of life'. The company entertains and creates a community-like environment, presenting recipes, diet tips and polls. How to brew the perfect cup of Lipton tea? How to prepare a zesty seafood salad with Hellmann's mayonnaise? Depending on the communication strategy of your company, your stakeholders and the purposes of your corporate website, the focus of your website - and therefore your homepage - will differ. Roughly we distinct three styles of homepages:

- A business oriented homepage with one link to corporate information
- A corporate oriented homepage with a clear link to business information (www.ahold.com)
- Double navigation menu: one corporate – one business (www.akzonobel.com)

Regardless of the style you choose for your website, you are able to effectively introduce your business, your brands or your products to clients and other stakeholders. Unilever has chosen solution No. 1: a business oriented corporate homepage.

Why is it effective?

Vividly disclosing Unilever's business, really brings all brands to live for corporate stakeholders and firmly positions Unilever in society. Clients experience being part of the Unilever community. This strengthens the image and reputation of Unilever. Financial stakeholders do not fall short: in one click they can use the fast tracks to find the information they are looking for.

What to remember

- Is propagating your business very important to your company? Then give space to brands and products on the corporate homepage.

- In order to bring across the message, visualise! The combination of text and vision – maybe sound as well – will be more effective in bringing across the point of the message.

- Always provide specialist stakeholder groups easy access to ‘their worlds’.

source: corporatewebsites