



Junxion rebuilt the CARE Canada website to *successfully increase public awareness* of this vital organisation.

## Case Study: CARE Canada

CARE International is one of the world's oldest, most successful and most admired international aid organisations. For more than 60 years, CARE Canada has been fulfilling its mission to empower communities in need and to improve living conditions throughout the developing world. In 2007, Junxion was invited to work with CARE Canada to redevelop their online presence, the launch of which was to be timed with the launch of a new public awareness campaign. Junxion assembled a dynamic team of web strategy and development professionals to deliver a powerful, content-managed site that is now acting as a springboard for ongoing public education, outreach, and fundraising.



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## The Business Challenge

*CARE Canada's* work across the developing world has earned them gratitude and renown among partners in the aid community, governments, and incalculable millions who have benefited from their work. However, the public's awareness of *CARE Canada* had steadily declined during the previous decade. Junxion Strategy was charged with the responsibility of developing *CARE Canada's* new web presence, in anticipation of a new awareness campaign's rollout, and as the first step in enhancing the organisation's use of the Internet to engage Canadians in *CARE Canada's* programs and projects.

## How We Helped

*CARE Canada* called on Junxion to rebuild their site around a simpler, more streamlined navigation, and to integrate tools such as an email outreach utility and a content management system that lay users would use to maintain diverse content on the website. Junxion's team reviewed and appended *CARE Canada's* site plans, designed the new site's interface, and developed and launched the new website.

Our consultation on the IA (and our ongoing consultation on content development and functional enhancements) defined a number of opportunities to streamline work, and resulted in the elimination of some ideas that would not have delivered a positive return on investment. The design integrated guidelines from *CARE International's 'I Am Powerful'* campaign, and programming customised a Vancouver-developed content management system to control content and drive functional components. The site launched to significant acclaim in the spring of 2008.



## ► Measuring Success

*CARE Canada* relied on Junxion to deliver their new site within a fixed budget and timeline, which made this a challenging project: the tight budget prevented us from adding people to our team, whereas the timeline warranted 'all hands on deck.' Nonetheless, by forging an exceptional, collaborative working relationship with *CARE Canada's* team in Ottawa, we delivered the project within budget, and on time. Feedback from the site has been extremely positive, from within and outside the *CARE* organisation. Since the relaunch of *CARE.ca*, the Junxion team has turned its attention to a variety of enhancements to the site, including online awareness-raising initiatives, and an online store. We're excited and proud to have helped such a prestigious organisation accelerate past its competitors.

