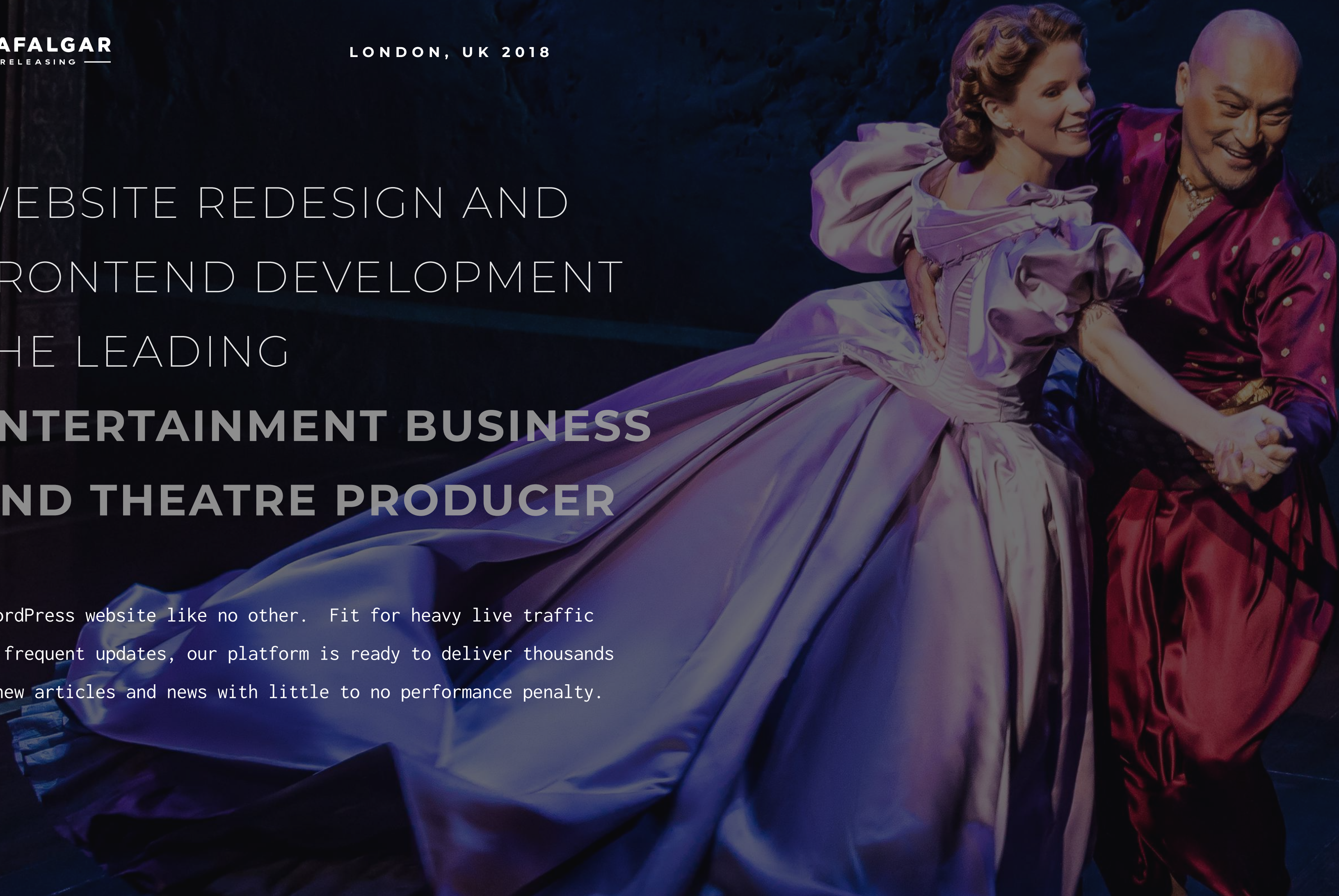


TRAFALGAR
— RELEASING —

LONDON, UK 2018

WEBSITE REDESIGN AND
FRONTEND DEVELOPMENT
THE LEADING
**ENTERTAINMENT BUSINESS
AND THEATRE PRODUCER**

A WordPress website like no other. Fit for heavy live traffic and frequent updates, our platform is ready to deliver thousands of new articles and news with little to no performance penalty.



Trafalgar Releasing in collaboration with its parent company, Trafalgar Entertainment creates unparalleled opportunities for award-winning theatre productions, educational events, and live cinema screenings to be staged on a global scale, engaging, and inspiring audiences worldwide.

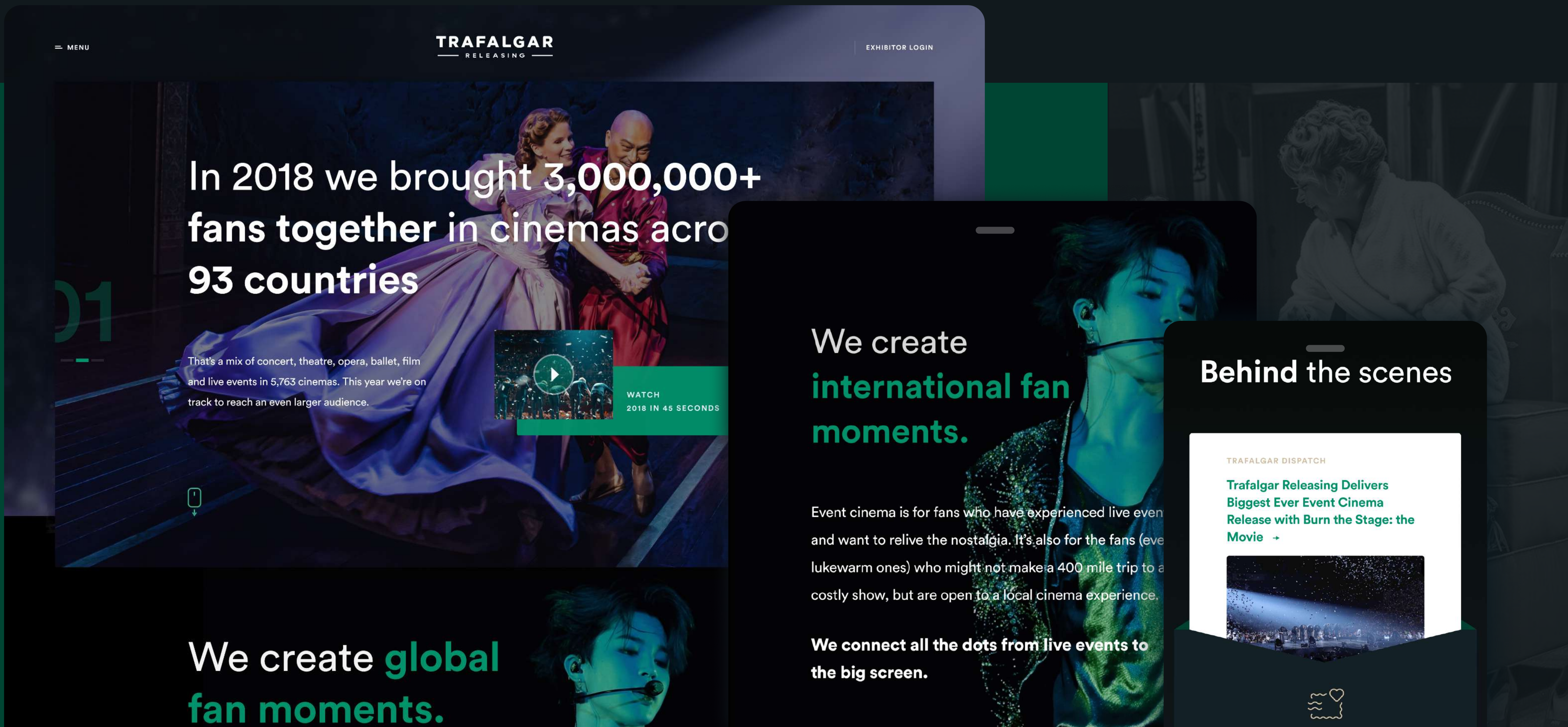
There's not a day passing in the world without something exciting happening at the hand of London's Trafalgar team. Being a top global player, you need to expect a constant flow of news, blog articles, and event announcements. For your delight.

The first time we discussed the future of the online platform, the company's site was hosted on a C# driven content management system, known as Umbraco.

Something was missing.

A performant frontend must be accompanied by a backend that allows its users to perform as well.

Content creation is a task that WordPress excels at. A powerful, yet familiar administrator interface along with an extensive plugin ecosystem that allows for rapid and reliant feature extensions was the main selling point in the team decision to migrate.



02

AMBITION

You have to look good on stage. And being dressed well on the Internet means having a good-looking, apple of the eye, website that represents your brand and allows its visitors to have a good taste of your organizational culture and what you have to offer.

Not only this is the recommended approach for everyone with an online presence. But it becomes mandatory when you're taking the podium time after time. It becomes a responsibility in the face of your audience.



03
CHALLENGE

The main challenge was operating on a tight deadline.

A mission-critical event was lining up. Trafalgar Releasing was expected to take the podium.

This meant that as soon as the name hit the screens, the audience will get their phones ready and hit the website on their mobile devices as soon as the presentation closed.

A functional mobile experience was paramount for the success of the operation.

= MENU

TRAFALGAR
RELEASING

EXHIBITOR LOGIN

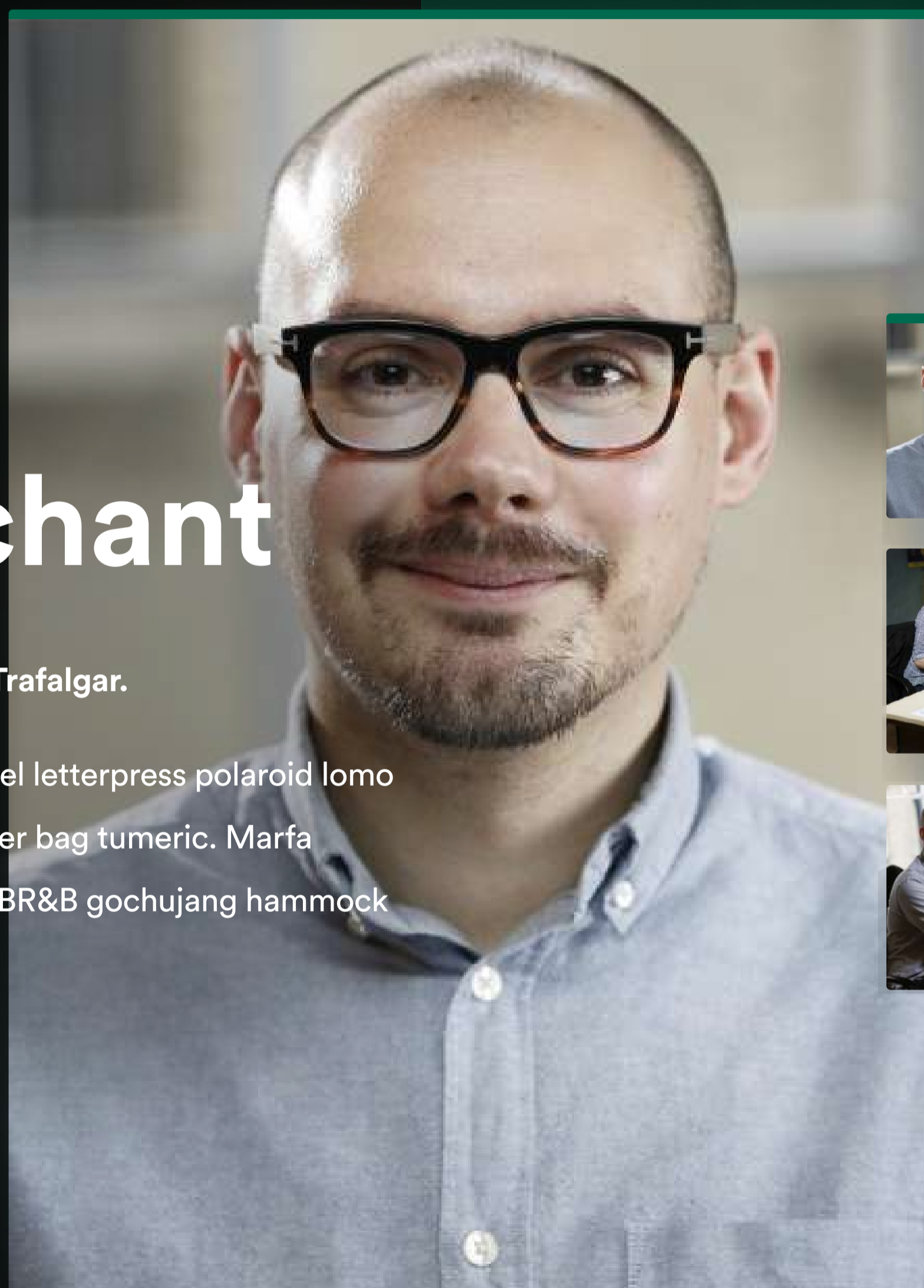
← MEET TRAFALGAR TEAM

🕒 4 MINUTES WITH

James Merchant

James Merchant is the Head of Marketing at Trafalgar.

90's succulents neutra drinking vinegar, biodiesel letterpress polaroid lomo bespoke readymade VHS quinoa meh messenger bag tumeric. Marfa occupy craft beer scenester, 8-bit snackwave PBR&B gochujang hammock pinterest subway tile poutine.



FAVOURITE MOVIE QUOTE

“ Today, I consider myself the luckiest man on the face of the earth.

THE PRIDE OF THE YANKEES, 1942

01

Connect on LinkedIn

02

Follow on Twitter

03

Email to say hello!

The resulting website is a perfect example of mending usability with glam and a dash of British elegance to obtain a functional, yet very entertaining experience for the visitor.

The copytext on each page is carefully crafted to take the visitor through a complete awareness > interest > desire > action flow to help him cure information and follow the path with the highest return for him.

The page flow was also built by having a diverse audience in mind. It goes as far as brewing highly customized customer experiences for the most popular visitor typologies. Producers and cinema owners are provided with unique user journeys that serve them only the content they're most interested in.

Powerful imagery and creative video content together with carefully crafted copy are the main pillars of the trafalgar-releasing.com experience.

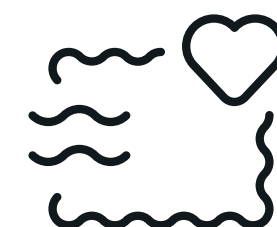
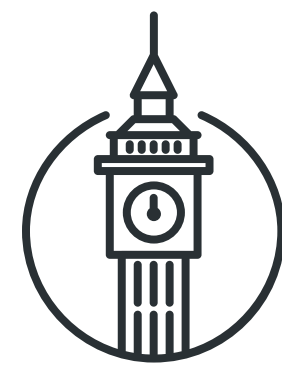
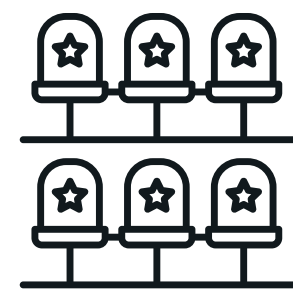
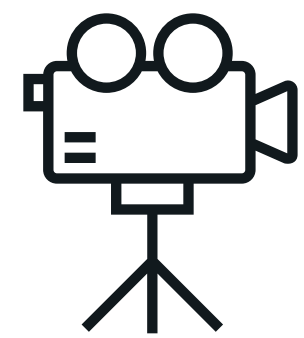
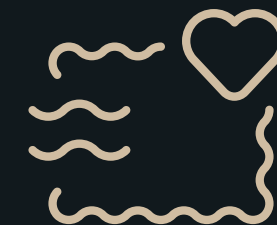


DEC. 23, 2018

Coldplay World Tour: Wembley Stadium

On Christmas Eve, Coldplay had a stunning performance during their World Tour Show on the London's Wembley Stadium.

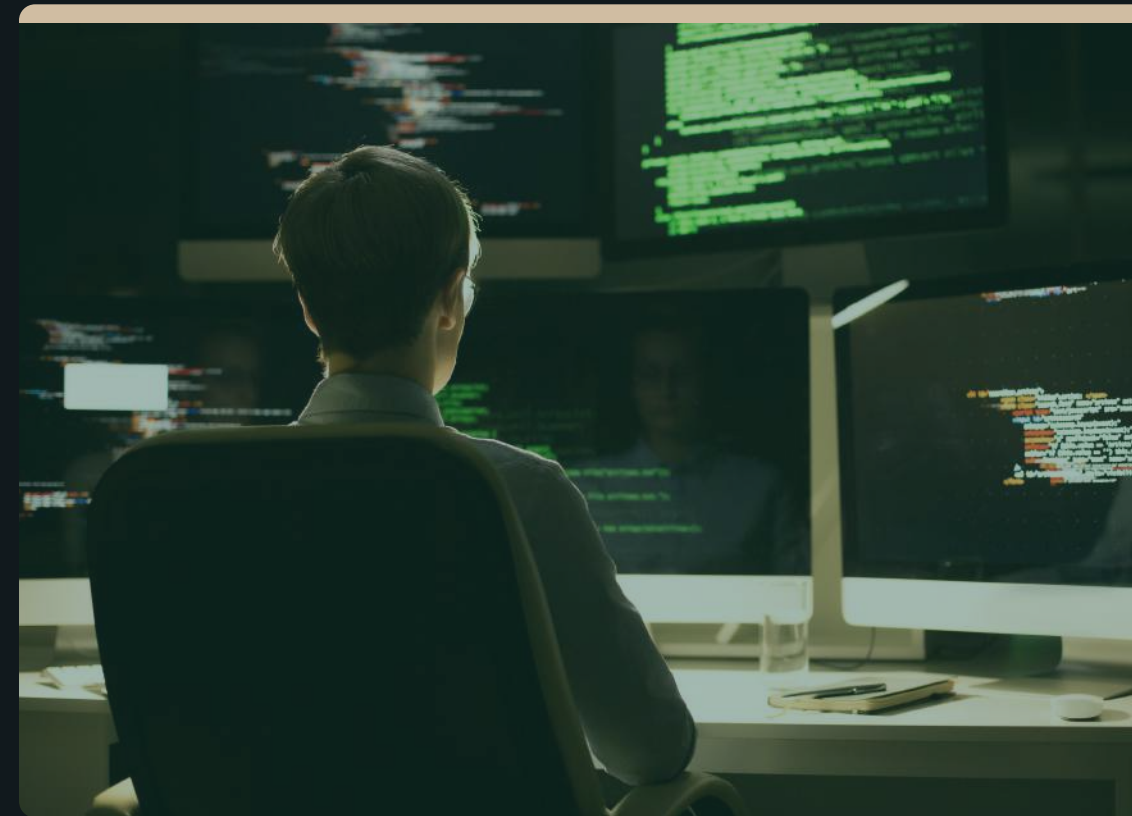
The elegant typography together with distinguished imagery that exudes sophistication, along with a fresh, modern color scheme, is meant to upscale the brand's image while maintaining its relatability.



06
TECHNOLOGY

We were given full ownership over
technology selection.

And we are strongly opinionated when it comes
to our technology.

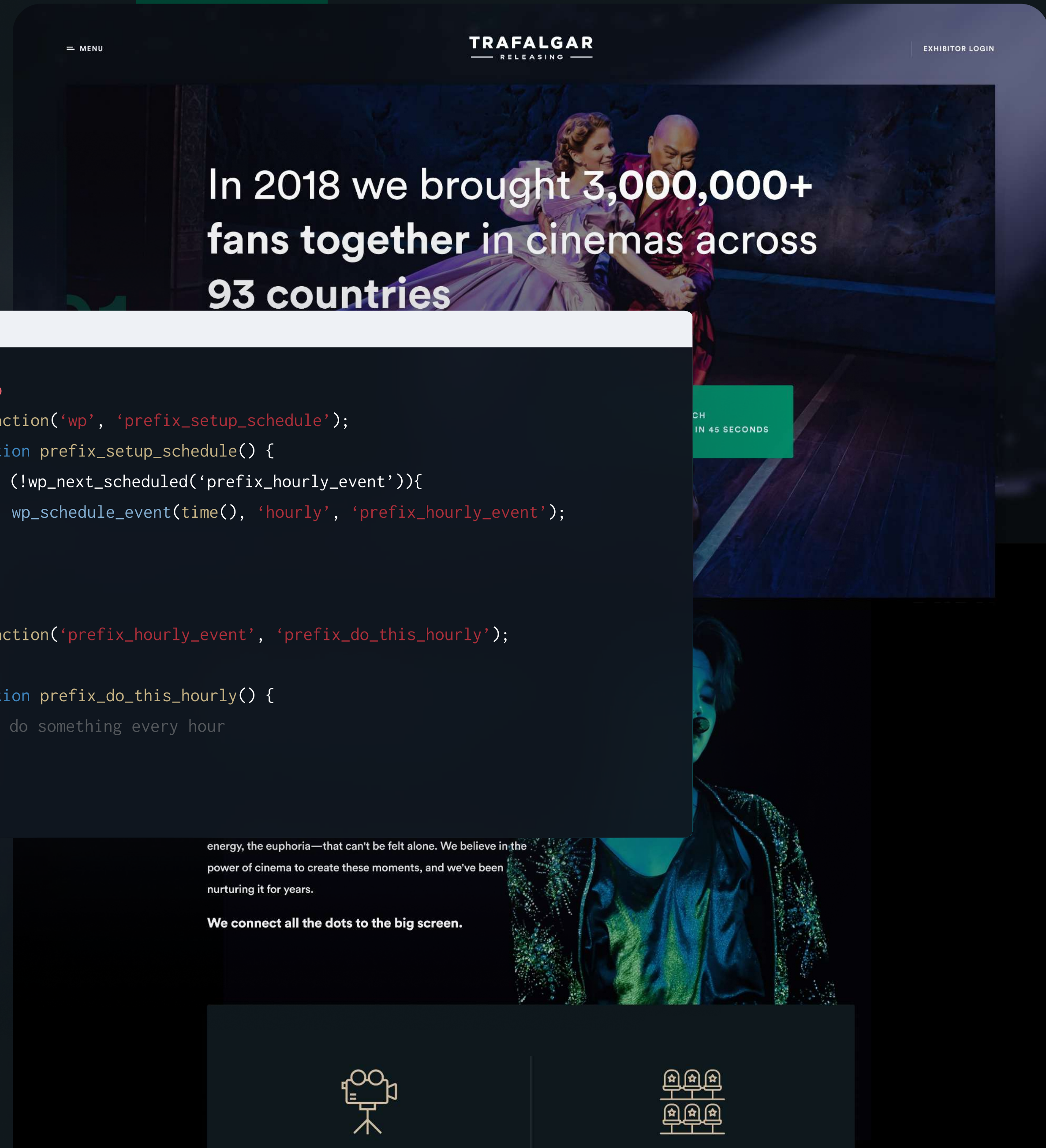


07
FRONT-END

The frontend is meant to be svelte in order to allow for fast download times, yet it needs to provide the development team with a logical, maintainable code architecture.

We decided that the available JavaScript frameworks available at the time were coming with too much bloat to be reliable for our task. Happily for us, we were already deploying with success our own, minimal JavaScript framework, developed in-house.

```
1 <?php
2 add_action('wp', 'prefix_setup_schedule');
3 function prefix_setup_schedule() {
4     if (!wp_next_scheduled('prefix_hourly_event')){
5         wp_schedule_event(time(), 'hourly', 'prefix_hourly_event');
6     }
7 }
8
9 add_action('prefix_hourly_event', 'prefix_do_this_hourly');
10
11 function prefix_do_this_hourly() {
12     // do something every hour
13 }
14 ?>
```



energy, the euphoria—that can't be felt alone. We believe in the power of cinema to create these moments, and we've been nurturing it for years.

We connect all the dots to the big screen.



ARE YOU A
Producer



ARE YOU A
Cinema Owner



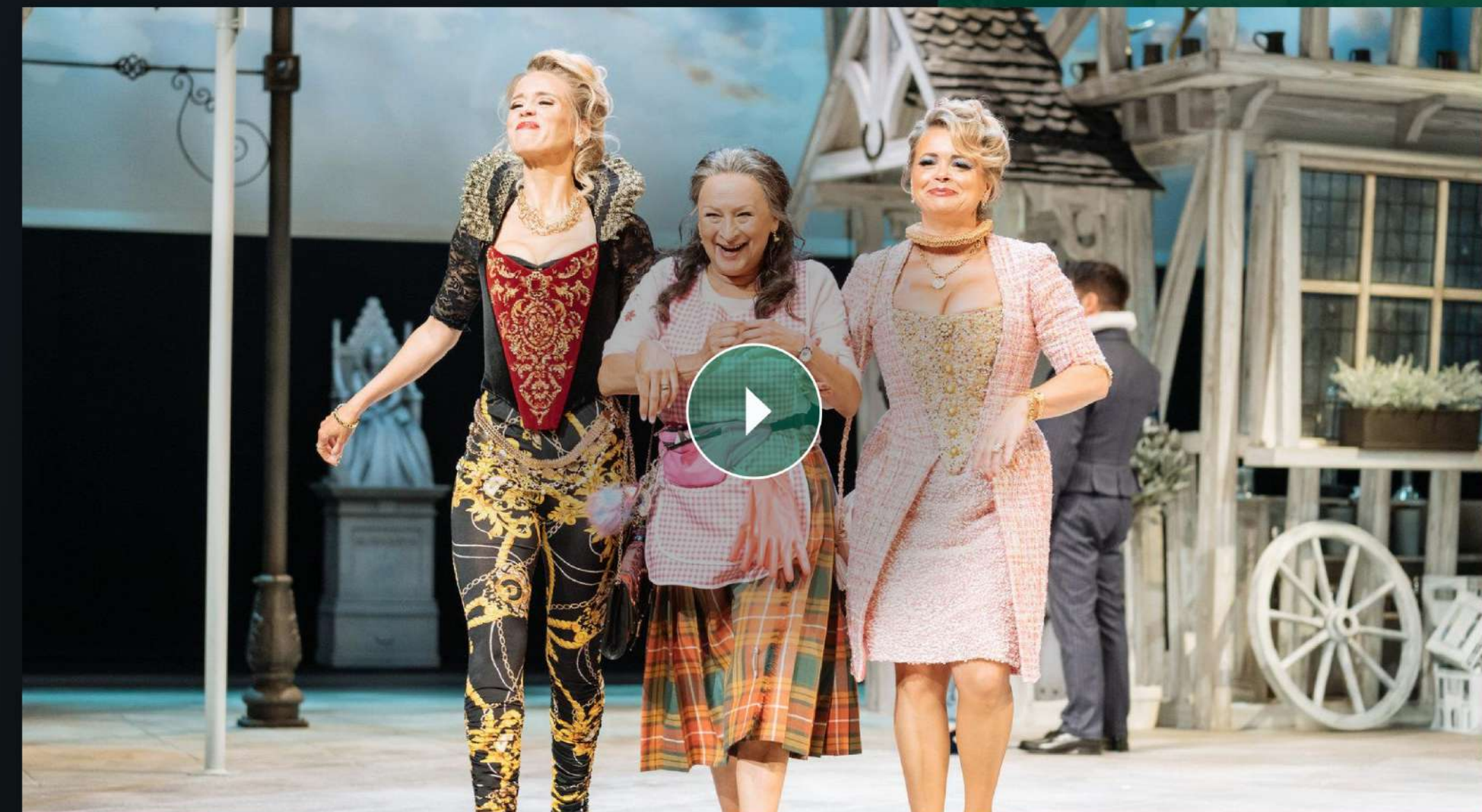
RSC Live: The Merry Wives of Windsor

08

BACK-END

The backend is built on top of WordPress and provides the administrators with custom-tailored, AFC-powered content widgets meant to keep the content creators focused while providing enough flexibility in terms of the available content type to enable their creativity.

The platform takes advantage of Amazon's highly scalable, highly secure server infrastructure and Cloudflare's advanced caching strategies to present visitors with fast loading times and continuous uptime.



INTERESTED IN BOOKING THIS? →

LOGIN TO ASSET DOWNLOAD →

VISIT THE OFFICIAL WEBSITE FOR TICKETS →



AN RSC PRODUCTION



RELEASE DATE: SEP. 12, 2018



COUNTRIES AVAILABLE: INTERNATIONAL

Down on his luck in the suburbs, John Falstaff plans to hustle his way to a comfortable retirement by seducing the wives of two wealthy men.

Unknown to him, it's the women of Windsor who really pull the strings, orchestrating Falstaff's comeuppance amidst a theatrical smorgasbord of petty rivalries, jealousies and over-inflated egos.

For a fat Englishman, a Welshman and a Frenchman, the only way in Windsor...



We have maintained a mobile-first mindset throughout the process. We understand mobile and desktop experiences are two different complete scenarios and need to be treated accordingly aiming to always deliver the right content and avoid downgrading one in favor of the other.

10

OUTCOMES

- An improved visitor to lead conversion rates
- Increased number of blog readers
- Increased newsletter subscriptions
- Time for content publication reduced to only seconds from hours
- Content delivered to customers faster and at reduced cost via mobile, tablet and desktop

