

Djuice Pakistan Infotainment Website

Djuice is an exclusive mobile services brand owned by Telenor targeted to the youth segment which uses mobile phones for communication and entertainment. Telenor is one of the world's largest cellular network operators with operations in 12 countries and 129 million mobile subscribers globally. Djuice is the world's number two mobile service targeting the youth segment. The brand is highly demanding and has a unique position. In June 2007, Djuice was re-branded globally and all countries where Djuice operates were asked by Telenor HQ in Oslo to re-launch the brand with the new guidelines and values.

The Challenge

Creative Chaos had been working with Telenor Pakistan for the past two years as their exclusive web services provider. Being asked to switch gears and provide not only the concept but to execute this project for their youth brand under a grueling timeline of thirty (30) days was one of the most challenging assignments awarded to us. This meant that our teams were to develop a unique concept, get it approved from Djuice Pakistan, coordinate with the central brand team in Oslo, get the necessary approvals, and then move into production which will culminate with a rigorous quality assurance process. All within 30 days.

How Creative Chaos Helped

The team at Creative Chaos responded to this challenge by developing a two-pronged strategy to roll out the Djuice website. The first component was to deliver a high quality 3D environment which would appeal to the youth segment which is enthralled by gaming and 3D environments on the Internet. We also wanted this environment to be able to generate revenues for the Djuice brand through cross-branding opportunities. The result was a 3D recreation of a typical teenager's room with every possible gadget and accessory that the typical teenager aspires to own. The objects in the room were kept interchangeable so that users could customize their own rooms and share them with their friends. The navigation for the 3D environment is represented by the objects in the room so users actually interact with the space as opposed to clicking tabs.

Creative Chaos also had to develop a low bandwidth HTML section to ensure that users with bandwidth restraints could also experience the Djuice web portal and pick up the information that they want or need. While the user experience is not as enhanced as the 3D environment, the portal communicates the energy that the brand intended to project.

With the launch of the 3D portal within the 30 day deadline, the brand team at Djuice has received many accolades from the company's headquarters in Norway. Creative Chaos is especially proud of the fact that the 3D portal has become the first website in Pakistan to actually have a television advertisement based on it.

Technology and Tools Used

- Flash
- Flash Action Scripting
- Adobe Photoshop
- Free Hand
- PHP
- XML

Java Scripting



Creative Chaos (Pvt.) Ltd. specializes in providing customized technology solutions. Our eclectic client base spans a number of industry verticals across the globe, a distinction that places us amongst the leading technology players in Pakistan.