GENERAL

CAMPAIGN WEBSITE

www.glasuritcampaign.com

www.rmcampaign.com

- campaign website should be mirrored from glasuritcampaign.com to rmcampaign.com if disered. Logo and banner will then be changed on rmcampaign.com

- campaign website will be used for Belgium, The Netherlands, Denmark, Sweden, Norway and Finland.
  - each country can have different prices for the same product. This needs to be taken into consideration for the Euro prices for Belgium, The Netherlands and Finland.
  - any product should be able to be marked as invisible for one or more countries. For instance product X is only enabled/visible for Denmark and Belgium but not visible for all the other countries.

- back-end should be very simple and user-friendly

- product mass upload via Excel-file

DESIGN

CAMPAIGN WEBSITE

www.glasuritcampaign.com

www.rmcampaign.com

Log-in page

- customizable background

- change of logo

- **Entire website should be responsive!**

Main page

- customizable banner

- change of logo

- possibility to highlight products

- possibility to add product banner with custom text (eg. "NEW!")

- possibility to add points to product (eg. "10 POINTS")

Main page

- preset color themes (as many as possible)
  - blue
  - green
  - red
  - black
  - etc.

Product page

- product number
- product description
- product variants
- quantity (minimum order quantity)
- product video and/or additional images

Basket/shopping cart page

- optional text at the bottom of the cart (for special terms etc.)
- point calculator (if points have been assigned to products)

  or

  minimum order value enables a free gift

Checkout page

- Name
- Company name
- Address, zipcode etc.
- Phone and e-mail
- Existing or new customer
- VAT no.
- Additional info/order note
- Subscribe to newsletter

FUNCTIONALITY

CAMPAIGN WEBSITE

www.glasuritcampaign.com

www.rmcampaign.com
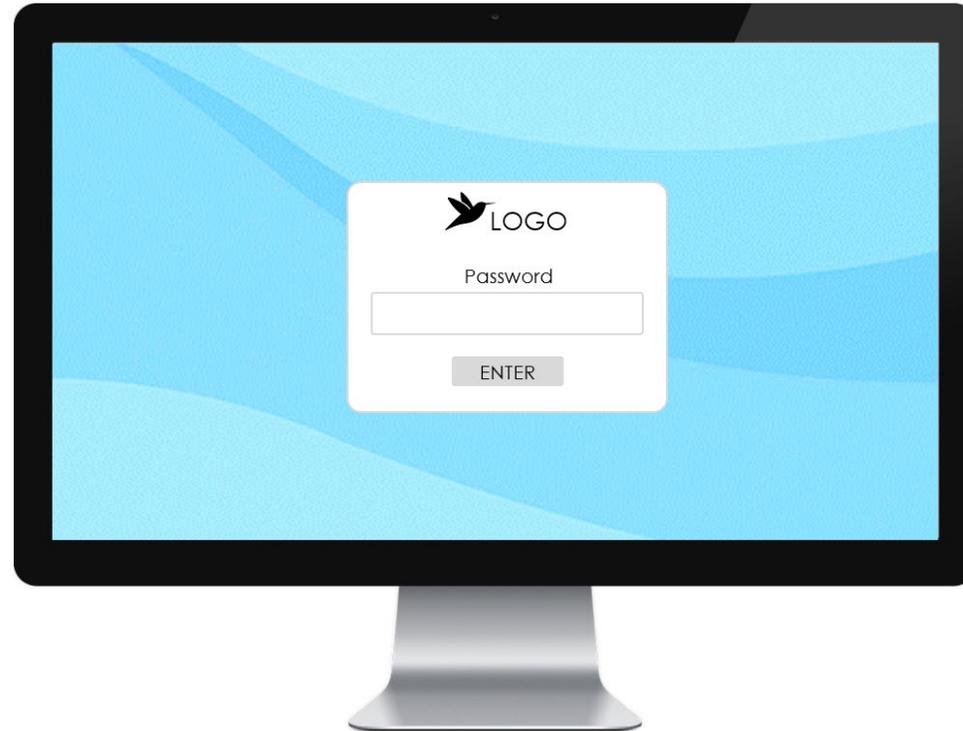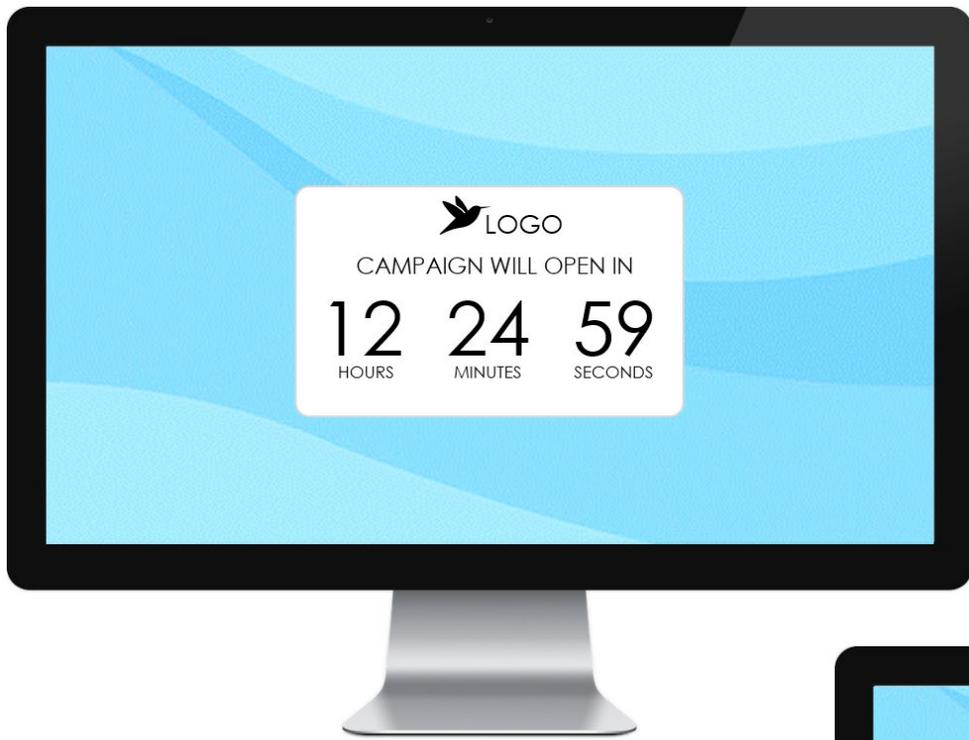
Log-in page

- log-in page can be deactivated – 'Main page' will be shown directly

- customizable password

- possibility to add a countdown (appears before Log-in page/Main page)

Main page

- different currency depending on GEO location

- possibility to make certain products only visible for specific countries (determined by GEO location)

- product mass upload from Excel-file

Product page

- possibility to set minimum order quantities (MOQ) on product level or variant level.

Example product level:

Product X has MOQ of 3 pcs – Product X variant A (2 pcs) and Product X variant B (1 pc)

Example variant level:

Product X variant A/B/C have MOQ of 3 pcs – Product X variant A (3 pcs) and Product X variant B (3 pcs)

Basket/shopping cart page

- possibility to enable free gift(s) when minimum order value has been reached
  - pop-up or similar: choose gift(s)
- point calculator (if points have been defined for products)
  - pop-up or similar: choose gift(s)

Checkout page

- depending on customers address/country the order is sent to the corresponding e-mail:

Sweden: order.se@basf.com

Norway: order.no@basf.com

Denmark: order.dk@basf.com

Finland: order.fi@basf.com

Belgium: ?????

The Netherlands: ??????