

# GENERAL

CAMPAIGN WEBSITE

[www.glasuritcampaign.com](http://www.glasuritcampaign.com)

[www.rmccampaign.com](http://www.rmccampaign.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](http://www.glasuritcampaign.com)

[www.rmcampaign.com](http://www.rmcampaign.com)



## Log-in page

- customizable background
- change of logo
- **Entire website should be responsive!**



101,20 €

# BANNER



## 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.



 101,20 €



## PRODUCT

100,00 €

PRODUCT NUMBER

PRODUCT DESCRIPTION

CHOOSE VARIANT ▼

- 1 +

 BUY






## Product page

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



 101,20 €

PRODUCT	PRICE	QUANTITY	TOTAL
 PRODUCT NAME	€ 20,00	- 1 +	€ 20,00
 PRODUCT NAME	€ 10,00	- 3 +	€ 30,00
 PRODUCT NAME	€ 25,60	- 2 +	€ 51,60
<b>TOTAL POINTS</b>		CHOOSE GIFT	20
<b>TOTAL</b>			€ 101,20

< CONTINUE SHOPPING

CHECKOUT

CUSTOM TEXT/REMARK

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris volutpat diam et lacus aliquet euismod.

## 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





 101,20 €

Name

Company name

VAT no.

☒ Existing customer ☐ New customer

Address

Zipcode

Town

Country

☒ Subscribe to newsletter

Order note

PRODUCT	QTY	TOTAL
PRODUCT NAME	1	€ 20,00
PRODUCT NAME	3	€ 30,00
PRODUCT NAME	3	€ 51,60
TOTAL		€ 101,20

PLACE ORDER

## 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](http://www.glasuritcampaign.com)

[www.rmccampaign.com](http://www.rmccampaign.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)



101,20 €

# BANNER



## 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



 101,20 €



## PRODUCT


100,00 €

PRODUCT NUMBER

PRODUCT DESCRIPTION

CHOOSE VARIANT ▼

- 1 +

 BUY



## 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)



 101,20 €

PRODUCT	PRICE	QUANTITY	TOTAL
 PRODUCT NAME	€ 20,00	- 1 +	€ 20,00
 PRODUCT NAME	€ 10,00	- 3 +	€ 30,00
 PRODUCT NAME	€ 25,60	- 2 +	€ 51,60
<b>TOTAL POINTS</b>	CHOOSE GIFT	20	
<b>TOTAL</b>		€ 101,20	

< CONTINUE SHOPPING

CHECKOUT

CUSTOM TEXT/REMARK

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris volutpat diam et lacus aliquet euismod.

## 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)



 101,20 €

Name

Company name

VAT no.

☒ Existing customer ☐ New customer

Address

Zipcode

Town

Country

☒ Subscribe to newsletter

Order note

PRODUCT	QTY	TOTAL
PRODUCT NAME	1	€ 20,00
PRODUCT NAME	3	€ 30,00
PRODUCT NAME	3	€ 51,60
TOTAL		€ 101,20

PLACE ORDER

## Checkout page

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

Sweden:

[order.se@basf.com](mailto:order.se@basf.com)

Norway:

[order.no@basf.com](mailto:order.no@basf.com)

Denmark:

[order.dk@basf.com](mailto:order.dk@basf.com)

Finland:

[order.fi@basf.com](mailto:order.fi@basf.com)

Belgium:

?????

The Netherlands:

??????