



Building the World's First Complete Online Colour Visualisation Tool:

Jotun Colour Advisor



www.colouradvisor.com

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Challenge



One of the biggest problems with redecorating any home is that it is almost impossible to tell what it will look like until you are finished. A range of paint swatches, colour chips and samples can provide inspiration, but the outcome is not always guaranteed.

To better assist their customers in selecting Jotun paint colours for their DIY home painting projects Jotun decided that their primary objective was to make the journey of selecting a colour as enjoyable and complete as possible.

Jotun's previous online colour tool was old and out dated – it was difficult to use and produced poor results.

It was time for an overhaul.

Jotun demanded that it be the first paint company in the world to offer a complete online colour visualisation solution that allowed users to view and scheme a library of example Jotun images *and* upload their own images to mask and scheme.

Since its launch on April 1, 2009 the Jotun ColourAdvisor has been released in 24 countries, with many more to follow. It has recorded over 56 million hits from users around the globe, has been translated into 15 different languages and is growing at a rate of 30% per month.



Solution

Having implemented a forward thinking strategy to provide customers with the best possible experience when painting a home, Jotun approached Autech after a detailed and thorough 12 month investigation of software developers to design the industry's most advanced home visualisation tool.

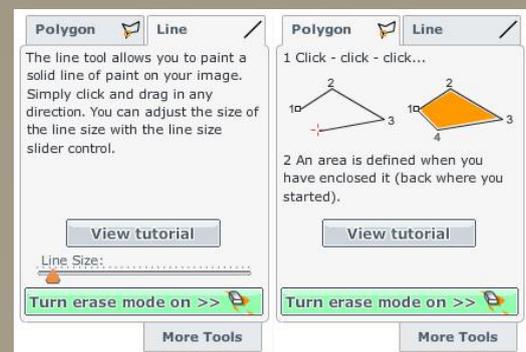
Jotun demanded a forward thinking strategy to provide customers with greater flexibility in time and location when selecting the colours for their homes - and an increase in customer satisfaction and higher cost effectiveness throughout the entire process.



The Jotun ColourAdvisor program is a world-leading online application that allows users to:

- view and edit colour schemes on a range of example images from their country/region;
- upload, stencil and edit colour schemes on digital photos of their own home (DIY users) or project (professional users);
- stencil their own images online using professional masking tools;
- generate professional colour schemes for their own home at the click of a button;
- save schemed images in a private online album that can be accessed from any internet-connected computer;
- share schemed images Facebook or email them to friends;
- do all of the above online at any time without having to download any software.

In addition to the online version of the ColourAdvisor, Jotun also have the ability to install stand-alone kiosk versions of the ColourAdvisor into 3,500 Jotun stores around the globe. These kiosks are perfect for Jotun stores in regional/rural areas that do not have an internet connection but still want to offer the ColourAdvisor program to customers in their stores. The kiosk allows customers to access the full range of photo stencilling and colour scheming features that ColourAdvisor has to offer from their local Jotun store.



Stand-alone kiosk versions are exactly the same as the online version and feature all the country-specific data relevant to that region – but are able to run offline. Each regionalised kiosk includes country-specific image libraries, custom colours and palettes, and local language translations – all downloaded on demand from the Admin Tool in one installation file – complete with the latest version of Adobe Flash Player - which can be transferred to the kiosk via USB memory stick or CD-R.



Always at the forefront of technical innovation, Autech developed an easy-to-use Administration Tool that allowed Jotun to quickly and easily update the program in real time – allowing staff to change colour palettes, language translations, image libraries and more at any time of the day or night, from any computer in the world.

The online administration tool was to allow Jotun to create an infinite number of new program versions for different countries, regions or customers. This tool provided Jotun administrators the ability to create region or country specific versions of the program with customised colour palettes, language translations, image libraries, program branding and more.

Using the Online Administration Tool, the ColourAdvisor can:

- (a) be updated and edited in real time via an online Administration Tool;
- (b) be distributed world-wide to a variety of countries and regions;
- (c) be branded and skinned with customised logos and colours for different countries or clients;
- (d) be translated into over 40 different languages;
- (e) display regionalised colour palettes and example image libraries for different countries;
- (f) be downloaded as an installable program for non-internet connected kiosk PC's in paint stores;
- (g) edit product advertising on printouts within the program;
- (h) track the popularity of colours and schemes;
- (i) require users to sign up to use the application; capturing valuable market and customer data;
- (j) send out electronic newsletters to all registered ColourAdvisor users;
- (k) track program user signups, schemes created and program usage statistics.

“Jotun recognised the capability of Autech in their ability to not only build the software, but the commitment and the knowledge of the Autech team are factors which will bring more value to the project”

*Barbara Logan,
Middle East Regional Marketing
Executive*



Outcome

Since its launch on April 1, 2009 the Jotun ColourAdvisor has been a resounding success with customers and Jotun staff alike.



Autech delivered to Jotun one single version of the ColourAdvisor program to Jotun (in English) along with the Online Administration Tool. Jotun staff were then provided Admin Tool training and user manuals and now they have created 24 new country versions since its delivery, with plans to have 50 versions online by the end of 2011.

To date, ColourAdvisor has been installed onto over 3,500 in-store kiosks world-wide allowing Jotun to provide access to ColourAdvisor in remote and regional areas where internet access may be poor.

To facilitate a seamless rollout and delivery to all Jotun regions, Autech monitor and maintain multiple servers across 4 continents to spread the load and ensure that ColourAdvisor runs at its optimum capacity and suffers minimal disruptions with so much traffic.

Jotun's management team has been thrilled with the end product, with print and online media campaigns implemented in all the launch countries promoting Autech's software as the "best in the world" not only in terms of usability but also colour accuracy.

"I LOVE THE JOTUN COLOUR ADVISOR"

Jotun launched the ColourAdvisor software to an eager audience of over 100 key partners, clients and suppliers in April 2009.

Jotun staff wearing the "I LOVE THE JOTUN COLOUR ADVISOR" t-shirts and were on hand to walk guests through this ground breaking software.



ColourAdvisor Statistics

Actual Totals: as of May 1st, 2011

Live Program Versions	24 countries
Languages Available	15
Unique Program Hits	57.3 million
Unique Visitors	1.3 million
Registered ColourAdvisor Users	101,800
Colour Schemes Saved	180,000
Projects Saved	220,000
Kiosk Versions Installed	3,500
User Visits Growth Rate	30% per month

NORWAY (actual stats)

Population	4,600,000
Registered Users	34,500
Unique Visitors	490,000
Target Market (15-65yo)	2,700,000
Target Market Penetration	18.15%

Forward Projections for Other Countries:

CHINA

Population	1.3 billion
Registered Users	9.75 million
Unique Visitors	138.5 million
Target Market (15-65yo)	910 million
Target Market Penetration	15.22%

USA

Population	303 million
Registered Users	2.27 million
Unique Visitors	32.27 million
Target Market (15-65yo)	228 million
Target Market Penetration	14.15%

