



KODIS AGENCY  
www.kodisagency.com  
info@kodisagency.com

+1. 866.224.8612  
PO BOX 526217  
Salt Lake City, UT 84152

## REDBOX.CA

### Background

In January of 2012, Redbox, the kiosk movie rental company, was approved to expand its business from the US into Canada. Aside from the infrastructure, they needed a website that would reflect the different Canadian pricing, locations and available titles.

The Kodis Agency was asked to create a microsite that would have a similar look and functionality of the US site.

### Strategy

The design was the simple part. Redbox.ca had their in house team of designers come up with the look and feel, it was Kodis's job to extend that style throughout the site.

The development was more difficult. Trying to recreate Redbox's US site on a fraction of the budget would be challenging.

Kodis's team chose Wordpress, a popular content management system. Using Wordpress would give Redbox control over their catalog of available movies and games, and would require little training for them to be able to understand the way to manage their content.

Wordpress also allowed Kodis to mimic Redbox.com's custom functionality without the need to do expensive custom coding.

Later, Kodis was tasked with implementing a French translation to the website so that Canada's French-speaking population could read content in French, as well as English.

### Outcome

The Kodis Agency created a solution that exceeded the client's expectations while staying under their required budget. Additionally, the new site was so successful at recreating Redbox.com, most users could not tell the difference between the two.

The new Wordpress site enabled users to search and find kiosk locations, search and browse available titles, connect with Redbox via social media channels and a newsletter sign-up.

After a year with the Kodis-created site, Redbox moved to Phase 2 of the project and took over development and maintenance of the site.