



Case Study

#1 GOLF FOOTWEAR BRAND DEBUTS ECOMMERCE WEBSITE

LAUNCHES FIRST-EVER DIRECT-TO-CONSUMER DIGITAL BRAND SHOWCASE

As the market leader in golf shoes and gloves, FootJoy wanted a premium online brand experience for its first-ever B2C website. To design and implement a new eCommerce experience on the Demandware Commerce Cloud, they turned to LYONSCG.

DRIVING A NEW VISION

For FootJoy's eCommerce debut, LYONSCG envisioned a fully functioning, feature-rich website with bold photography, modern designs, and a shopping experience to match the quality FootJoy's customers have come to expect over the past 150 years.

To enable FootJoy's merchandising teams and drive a superior customer experience, LYONSCG developed a flexible platform for them to showcase new, seasonal, and promotional products with ease. FootJoy also needed to enable shoppers to order custom MyJoys golf shoes along with stock FootJoy products seamlessly in a single brand and shopping experience.

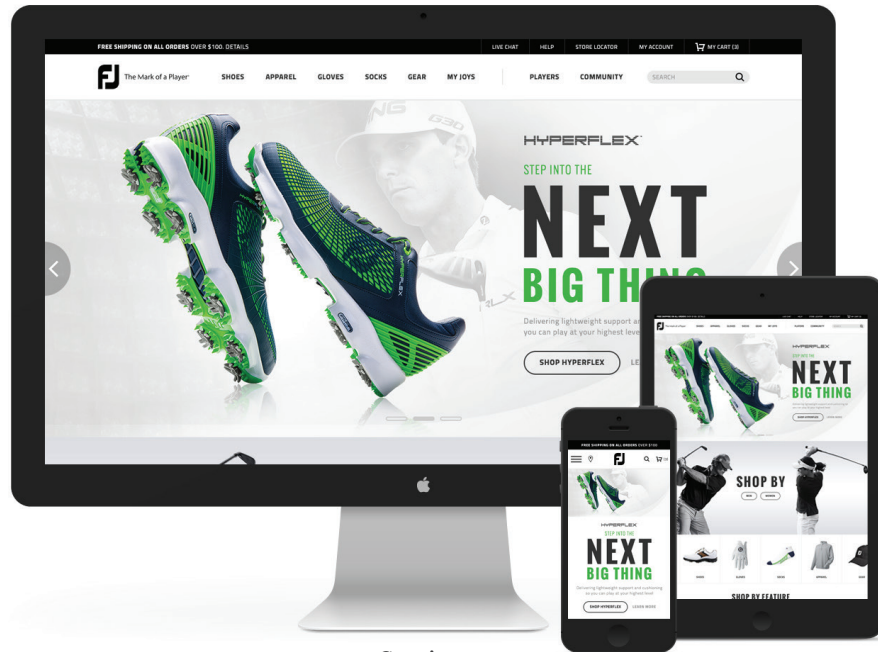
First-ever direct-to-consumer website

Digital showcase of brand quality & style

Online destination for shoppers & golf enthusiasts

“The new website is an amazing showcase for the brand. The site reflects the spirit of the golf enthusiast and highlights the style and quality of our products. I’ve been through a dozen eCommerce launches and this is the best end product I have seen.”

- Brian Horgan, director of direct-to-consumer, FootJoy



Services

<p>DS</p> <p>Digital Strategy</p>	<p>XD</p> <p>Experience Design</p>	<p>EI</p> <p>eCommerce Implementation</p>	<p>AS</p> <p>Application Support</p>	<p>DM</p> <p>Digital Marketing</p>
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CHAMPIONING INNOVATION

To round out a best-in-class shopping experience, LYONSCG enabled customers of FootJoy and other Acushnet company brands to save information about their golf game and interests like handicap, courses, and golf clubs.

Demandware’s deep capabilities coupled with LYONSCG’s holistic approach helped FootJoy realize its eCommerce potential. The brand’s commitment to excellence, quality, and style is seen across its new website from the user experience and content to customer service, community, and technology.

A DIGITAL HERITAGE

FootJoy’s first-ever B2C website boasts a striking online experience complete with stunning imagery, detailed product descriptions, and easy checkout. Optimized for mobile, tablets, and desktops, the site also features live customer service chat, an application for customers to save golf information, social media integrations, and stats and rankings for more than 50 FootJoy tour players.

The new FootJoy.com isn’t just a place to order golf apparel, it’s an online destination for all things golf news, gear, and more.

LYONSCG is the industry’s premier eCommerce digital agency. LYONSCG crafts world-class digital experiences for online retailers, branded manufacturers, and B2B organizations, leading them through the complex world of online and omnichannel commerce. We offer you technology leadership and design innovation that result in a creative, robust, and increasingly profitable eCommerce website.