

Press Release  
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# rehabstudio use innovative geo-localisation technology for new **KangROOS** global website



Technology introduced to launch new global **KangaROOS** consumer activation project **'What's In Your Pocket?'** – encouraging fans to upload pictures of the content of their pockets on to the **KangaROOS** homepage

**rehabstudio** has conceptualised, designed and built a new website featuring geo-localisation technology, leading fans of **KangaROOS** footwear to reveal *'what's in their pockets'* around the world.

**KangaROOS'** new global homepage goes live this week, featuring an interactive globe created in 3D flash allowing users to explore the world of **KangaROOS** – updating the footwear's brand and raising its profile to both existing and new customers.

The site has been created using *geo-localisation* technology, meaning the website detects the user's location and centres the globe to wherever the user is in the world, and displays the weather in their nearest city. The homepage's visuals and colours also change to illustrate night and day wherever the user is logging on.

The new global homepage design is also being used as the launch platform for a new consumer activation project *What's in your Pocket?*, also devised and implemented by **rehabstudio**.

*'What's In Your Pocket?'* is a user generated content campaign, encouraging ROOS (consumers) to empty out their pockets and upload a picture of the contents to the homepage. Every KangaROOS product has a pocket so the project brings users from around the world together in a uniquely brand-aligned creative campaign.

An e-campaign has already recruited consumers from Spain, China, Canada, Latin America and beyond, and the call to action is set to go viral this week.



Tim Rodgers, Creative Director at **rehabstudio**, said: *“This was a challenging brief, due to KangaROOS not wanting to create any specific content for the global portal - we decided to bring the brand centre stage with the what's in your pocket concept - we love the fact that the site morphs itself to the user, changing the graphics etc...”*

*This project also reflects KangaROOS' brand values, of being youthful, energetic and creative – which also align perfectly with rehabstudio's approach - this will generate a great buzz around the brand.”*

Mike Stopforth, Brand Manager at **KangaROOS**: *“The challenge was to create a global portal that felt fresh, innovative and on brand; a site that would impress the Y generation... all of which are difficult tasks and a tough audience. However, we are very pleased with the end result as the new site not only shows the brand as interactive and fun, but above all, relevant.”*

This year is also **KangaROOS' 30<sup>TH</sup>** Anniversary, and **rehabstudio** have also created a special Flash campaign website to the launch the 30th anniversary collection, updating the look and feel of the brand story as part of the birthday celebrations. The site will launch in February, introducing a range of limited edition apparel and original lifestyle sneakers from the vault.

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## Editor's Notes

### **rehabstudio**

rehabstudio opened its doors in Belfast back in 2003 as an independent, boutique design agency, home to a collective of specialist creative and technical talent; masterminding, prototyping and delivering bleeding edge digital campaigns and interactive experiences for brands and advertising agencies around the world.

Since its launch the agency has won lots of new clients and added two new studios in London and Prague, creating an independent international design company.

rehabstudio specialise in designing fresh and original brand communications, using multiple non-traditional channels to deliver strategic and interactive experiences which engage consumers, building lasting communities; everything from digital, viral and mobile marketing to experiential and ambient advertising.

Work is masterminded designed, built and implemented in-house by creative and technical teams. Having a specialist technical production studio in Belfast means the agency can develop their own systems including their highly intelligent content management system which powers more than 250 websites worldwide.

#### Clients:

- KangaROOS
- Amazon.co.uk
- Jasper Conran
- Motorola
- Sony BMG
- Universal
- Warner Brothers
- University of Ulster
- Facebook
- New Look
- Boxfresh

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## Contacts

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# Ends

## Websites



[www.ideageneration.co.uk](http://www.ideageneration.co.uk)

For:

- Online Press Office
- Client list
- Company contact detail



<http://www.rehabstudio.com>

For:

- Client list
- Company contact detail
- Background information



<http://www.kangaroos.com>

For:

- International microsites
- Online store
- Background Information