

Diageo Wines

We know how to transform the look and feel of a site while maintaining the brand. This is the new look for the Diageo Wines eLearning platform, released in November 2007.

The feature sets are greatly improved, as are cross-referencing for assets such as labels, wine notes, accolades, and much more.

To date, more than 50,000 modules have been completed by the sales force, and a recent survey shows that more than 90% of the sales force end users view the site favorably.

The screenshot displays the Diageo Wines eLearning platform interface. At the top, the navigation bar includes the Diageo logo, "CHATEAU & ESTATE WINES", and menu items: "WHAT'S NEW", "HOME", "WINE FINDER", "SKILLS", "PORTFOLIOS", "BRANDS", "TOOLS", and "MY DIAGEO".

The main content area is divided into several sections:

- SKILLS:** A list of learning modules including "Skills 1.1", "Portfolio Primer", "Portfolio Strategies", "Wine Region Central Coast", "Cabernet Sauvignon", "Merlot", "On-Premise 1.2", "On-P Staff 1.1", "On-P Manager", and "Banquet Sales".
- PORTFOLIO PRIMER:** A list of sections from "Section 1" to "Section 6", along with a "Test" option and a progress indicator.
- QUICK FACTS:** A section containing placeholder text: "Lorem ipsum dolor sit a, po consectetur adipis. ligula Suspendisse fermentum vel tortor non nunc. justo. Phasellus, urna ut iqueons ectetur, felis odio estibulum diam, id rhoncus ligula ipsumvel mauris. justo. Phasellus, urna trist".
- Visuals:** A large image of a wine bottle labeled "CHALONE VINEYARD" set against a background of a vineyard and mountains. Below the bottle is a "SIPP" icon and a row of utility icons: a barrel, a globe, a book labeled "Glossary", a clock, a pencil, and a question mark.
- IN THE NEWS:** A section with a placeholder "HTML" and a sub-section for "Rewards and Recognition" also with a placeholder "HTML".
- Footer:** A section with links for "Press Room", "The Team", "Hot Sheets", and "Wine Blog", followed by another placeholder "HTML".