



**Laura  
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# CASE STUDY

## CONNECTING EXPERIENCES: ACROSS AUDIENCE AND PLATFORM

### Client Name

Reece B&K

### Industry

B2B, B2C, Ecommerce

### Work

Content design, Content strategy, UX content, IA

**15+**

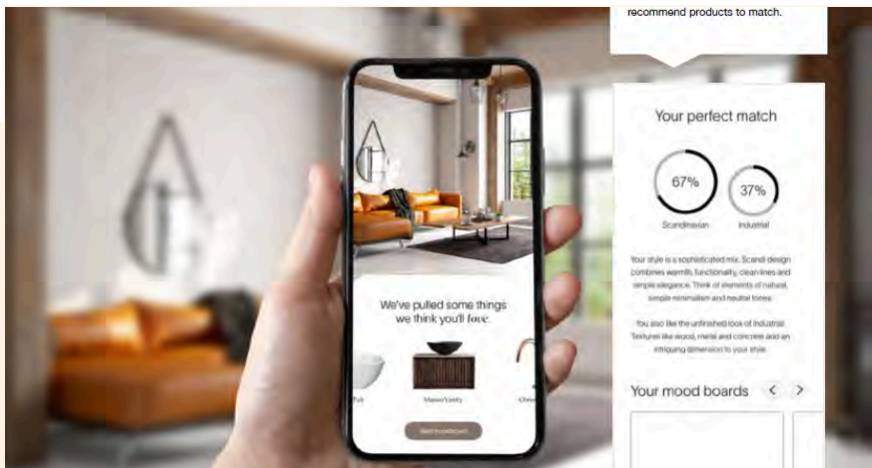
modular templates

**3**

audience copy versions

**3**

channel content design



## Personalized experiences where the user needs them

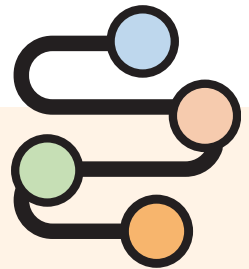
Reece, Australia's premier name in kitchen and bath design, is known for its deep partnerships with trade professionals and its curated portfolio of high-end products. As Reece expanded into the U.S. market, they saw an opportunity to bring that same expertise and service ethos to a new audience: homeowners and designers seeking a luxury yet approachable renovation experience.

Their brand promise was already clear in their showrooms—but the digital experience needed to match. We led the UX content and information architecture strategy for Reece's U.S. digital transformation, creating modular templates, high-end messaging, and cross-channel experiences that reflected both trade heritage and consumer aspiration.

# Challenges

Reece's strength in trade-focused digital content created an opportunity to evolve toward a more inspirational, consumer-friendly experience.

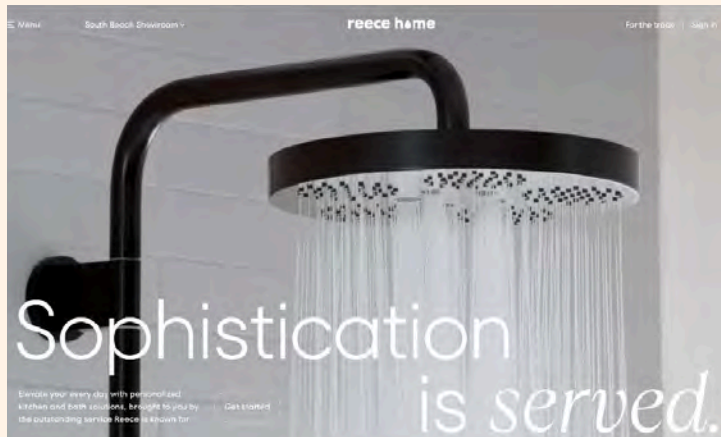
- **Trade-first content model**  
Existing pages prioritized SKUs and specifications over lifestyle storytelling and design inspiration.
- **Fragmented information architecture**  
Navigation patterns made sense to trade partners but created friction for homeowners and designers seeking style and guidance.
- **Missed luxury cues**  
High-end brand values were clear in physical showrooms but not fully expressed online, limiting resonance with consumer audiences.
- **Value propositions were hard to find**  
Key Reece strengths—like the Reece Guarantee—were not being surfaced where new customers would notice them.



## Solution

We created a modular content and IA framework that elevated inspiration and eased findability—enabling Reece to serve both trade and consumer audiences seamlessly.

Alongside scalable templates and lifestyle-driven messaging, we introduced a self-service project portal where homeowners, designers, and builders could collaborate on moodboards, product selections, and purchases in one place—bridging Reece's trade heritage with a high-end consumer experience.



# Approach

We grounded our work in Reece's heritage while introducing consumer-centric content design that positioned them as a high-end, approachable brand in the U.S.

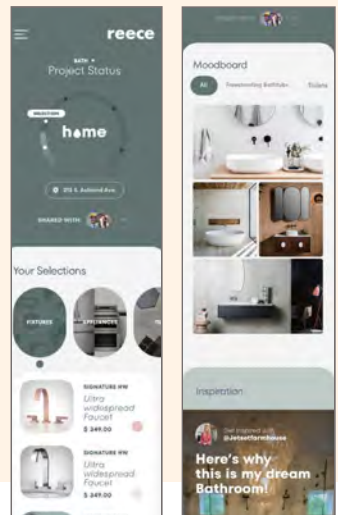
- **Consumer and trade audience mapping**  
Balanced trade partner needs with new consumer journeys, identifying overlaps and distinct content requirements.
- **Inspiration-driven content modeling**  
Built modular templates and style guides that translated Reece's curated showrooms into digital experiences.
- **Navigation and taxonomy overhaul**  
Reorganized site structure around design inspiration and project types while retaining findability for trade SKUs.
- **Voice and tone alignment**  
Crafted high-end yet inviting UX copy that reflected Reece's luxury positioning without alienating trade partners.
- **Cross-channel consistency**  
Extended content models into advisor tools and mobile app for a seamless showroom-to-home experience.



# Signal vs. Noise insight

Our audits revealed that high-value brand cues—like personalized inspiration, guarantees, and advisor support—were buried beneath technical specs and vendor data. By surfacing lifestyle storytelling and design benefits upfront, we shifted the focus from what the product is, to how it makes customer feel.

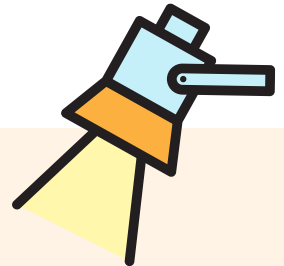
*Supporting research: The CKP Group notes that audience-centric storytelling drives significantly higher engagement and trust than product-first messaging*



# Results

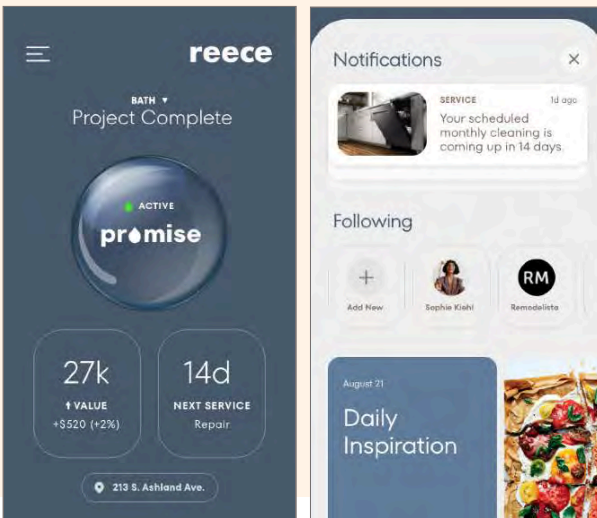
Reece’s digital transformation brought their luxury experience to life online and positioned them for growth in a new market.

- **Luxury repositioning online**  
High-end visuals and UX copy elevated brand perception for U.S. audiences.
- **Consumer engagement uplift**  
Moodboards, style pages, and “Shop This Look” tools drove deeper exploration and time on site.
- **Modular scalability**  
Templates streamlined future launches and marketing campaigns across web and app.
- **Audience-specific alignment**  
Unified core Reece brand signals with trade and consumer content, maintaining trust with core partners while expanding reach to homeowners.



## Spotlight

### The self-service project portal



One of the most impactful innovations was a shared project space where homeowners, designers, and builders could collaborate in real time. Before, decisions happened through scattered emails and showroom visits; now, moodboards, curated product lists, and purchase tools all lived in one elegant portal.

By blending a unified personalized functionality with a luxury consumer experience, the portal turned complex renovations into a seamless, inspiring process—and became the digital extension of Reece’s showroom.

# Key deliverables

- 15+ modular templates (*collaborating with UX and engineering*)
- Unified taxonomies balancing trade and consumer navigation patterns
- Voice and tone guidelines for high-end yet approachable UX copy
- Cross-channel UX content design for web, app, and in-store advisor tools
- Modular moodboard and “Shop This Look” content messaging and micro-copy direction for inspiration-to-purchase journeys

## Showcase hero banner rewrite

### Before

Save big on Spring Refresh – Shop Now!

### After

Make your space work harder. Start fresh with expert picks for every room — curated by our Reece designers.  
→ Explore the Spring Edit

### Why this works

- Aligns voice with user goals
- Connects seasonal CTA to homeowner intention
- Supports the Reece “Feel at home with the experts” brand voice
- Encourages next step in experience with personalized framing




## On the Web

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