

Ardo

Case study

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Client: Ardo

Industry: Medical devices

Target audience: New mothers

Services: Website Design, Content and Build – with ecommerce



Overview

Ardo Australia provides hospital-grade breast pumps and accessories. Distributed in Australia under innovative global medical devices company Laborie, Ardo plays a crucial role in supporting premature babies, newborns, and mothers through pregnancy, childbirth, and breastfeeding. The company emphasises the premium quality and reliability of its products, and is dedicated to meeting the needs of its users; discerning mothers seeking the best available products for their babies.

Scope

Facing the challenge of an outdated website and design, Ardo engaged Cyrius to transform its online presence to align with the newly refreshed Ardo brand. This brand, characterised by a colourful and modern voice, particularly resonates with new mothers. The website needed a comprehensive update to become a full ecommerce platform for retail and wholesale, offering support, resources, and important product information.

[Talk to us about a project – Call Stefan info@cyrius.com.au](mailto:info@cyrius.com.au)

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Objectives

The objectives set for the project included designing and building an industry-leading website, creating a bespoke ecommerce theme design in line with Ardo branding, ensuring ease of management and future expansion, and capturing analytics data for marketing strategies. Key messages focused on Ardo's commitment to quality, technology, ethical production standards, and its dedication to providing support for new mothers. The website was developed and executed on the Shopify platform, emphasising a strong brand perception through regular updates, relevant content, and a unique selling point.

Solutions

Execution involved initial designs for information architecture, mapping the look and feel, user experience, and interface, and developing the website on the Shopify platform. Content preparation and optimisation, unit testing, acceptance testing, and final deployment followed in collaboration with Ardo's internal team. Supporting activities included setting up Instagram and Facebook profiles and creating web banners to announce the new website launch.

Outcome

Despite the challenges posed by launching a new website during the COVID era, the Ardo website achieved significant success within its first two months. The site, reflecting Ardo's dynamic and warm character, received positive feedback for its recognisable brand design and engaging personality. The quality website strengthened relationships with partners, resellers, and lactation professionals, including the establishment of an affiliate program and referral networks. Ardo successfully met campaign objectives, won more business, and raised its profile in the market, showcasing the effectiveness of the website transformation in achieving its goals.

What they said:

"The new website looks fantastic! Thank you so, so much for all your hard work. Time to take a breath before we hit the next enormous project."

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Cyrius is a digital communications agency located in Sydney. We design, create, and develop digital and offline marketing communications for corporates, government agencies, NGOs, not-for-profits, small businesses, start-ups, and community organisations across Australia.

We pay respect to the Traditional Custodians and First Peoples of Australia and acknowledge their continued connection to their country and culture.

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