

Kid's Creations & Trademark Productions



Enhancing the shopper's experience on Kid's Creations website through the "Design Your Own" feature.

LiquiFire® Operating System (OS) has given the customers of Kid's Creations a chance to design the swing set of their dreams. Through the LiquiFire OS, shoppers can customize their very own swing set to the specifications they desire. In turn, Kid's Creations has reaped benefits including:

- Increasing their revenue by 30%
- Upgrading to new technologies that provide a better user experience
- Improving web traffic and brand awareness

KID'S CREATIONS, TRADEMARK PRODUCTIONS, AND LIQUIDPIXELS: Coming together to provide customized swing sets for the individual needs of each family

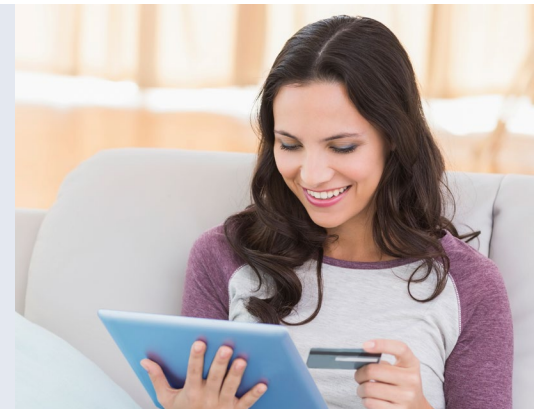
When you think of premium wood swing sets in the U.S., Kid's Creations, a brand of Backyard Play Systems, should come to mind. And according to Brennan Deitsch, Kid's Creations's online marketing manager, one of the reasons they come to mind is their "Design Your Own" tool.

"The 'Design Your Own' feature and having the interactive website sets us apart from competitors," said Deitsch. "A few of our competitors may have a 'Design Your Own' tool, but it's either slow, or too busy and not intuitive. Our tool from LiquidPixels blows all the others away."

Kid's Creations realized they needed a new website to be competitive in the market. They connected with Trademark Productions, a LiquidPixels partner that focuses on web design and marketing, to go "full steam ahead" by creating a site that was user-friendly and functional. Trademark Productions brought Kid's Creations's website up to date in terms of development.

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- Brennan Deitsch, Online Marketing Manager,
Kid's Creations



"The old site ran on Flash technology, and it was difficult for our site visitors," said Deitsch. "Sometimes they had to download the technology, and it didn't work or they didn't know how to download it. It was a nightmare, and Trademark Productions did a phenomenal job in making us current with technologies and design."

As a web design agency, Trademark Productions helps their customers develop or redesign their websites, leading to the creation of an effective online marketing strategy.

Actual Customer Review of 'Design your Own' Feature

"It was actually fun to design our own swing set. We are absolutely ecstatic with the end result, and the kids have honestly not missed a single day in two weeks from coming home and playing on their new second home! We cannot say enough about the quality and support your company provides and could not be any happier. Thank you for providing such a high-quality product that shows you stand behind your product!"

-Shaun Allen



"From our first project, we were very happy that we found LiquidPixels and their solutions. The technologies and options before we found LiquidPixels weren't nearly as cool, were often archaic and clunky and just plain...not good," said Trademark Productions SEM & Operations director, Dean Duncan Jones. "The support and responsiveness from the LiquidPixels team has always been great. They are super quick to respond and frequently reach out to us to see what they can do to help."

According to Deitsch, the Kid's Creations website was in dire need of updating, and at the top of the list of necessities was creating a better user experience.

"The new website needed to be user-friendly, load quickly, and work well on different browsers," said Deitsch. "Trademark Productions suggested LiquidPixels for enhanced imagery and software, and we trusted them. That's how LiquidPixels and the 'Design Your Own' tool came into the frame."

Kid's Creations wanted a more dynamic site to create a worthwhile experience for the users when they designed and customized their own features. According to Deitsch, Kid's Creations needed something to enhance the shopping experience and wanted to show that the swing sets could be customized to suit the needs of each individual customer.

"Everything these days is customized: from the music we listen to all the way to the voice we hear on our GPS," said Deitsch. "It's important to listen to what the customers want. We wanted to allow families the option to create that perfect swing set they've envisioned for their backyard."

And it's paid off. According to Deitsch, approximately 30 percent of the Kid's Creations sales comes directly from orders generated on the "Design Your Own" tool page. Kid's Creation data supports significant improvement of the site's traffic and the site's effectiveness.

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"With the 'Design Your Own' tool from LiquidPixels, the image loads well and quickly," said Deitsch. "Images are layered well and provide a great representation of our product. Customers actually see exactly what they are going to get."

Because of the success of the "Design Your Own" tool, Kid's Creations has hopes of expanding with more design and viewer tools in the future. They plan to continue giving their customers the best user experience with their other products. ■■■

About Kid's Creations

Kid's Creations is driven by a commitment to designing and manufacturing quality products that will bring joy to your family for years to come. As the leading manufacturer of premium wood swing sets in the U.S., we are devoted to quality, while not sacrificing value or safety. From our facilities to your backyard, every swing set has been carefully designed and hand crafted for optimized safety, durability, and outdoor family fun.

855.612.0076 • <http://www.kidscreations.com>

About Trademark Productions

Founded in Royal Oak, MI in 1998, Trademark Productions, Inc. is a boutique web and online marketing agency that has been rockin' the web since well before all the cool kids were doing it. Comprised of a dynamic team that is in house, our squad artfully blends academic wisdom with self-taught "on the job learning" honed over the last decade.

866.357.7510 • <https://www.tmprod.com>

About Us

LiquidPixels is leading the imaging revolution. Built on open standards, its LiquiFire® dynamic imaging solutions integrate into existing web and workflow environments, enhancing product creation and visualization while reducing production costs. LiquidPixels makes its patented technology available as a hosted service or via on-site enterprise servers with solutions that may be tailored to each customer's unique needs. If you'd like to find out more about us, we'd love to tell you. Contact us at LiquidPixels.com.

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