



Brady Communications | Imagine the Fun™

A good Web strategy is the key to online success.

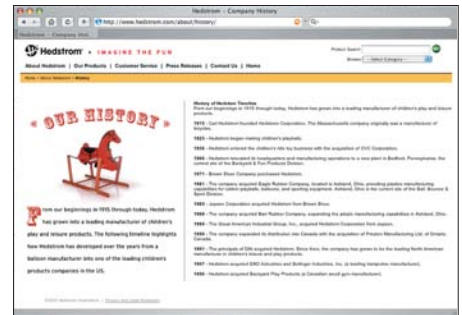
The Hedstrom Web site initiative began with development of an online strategy for the corporation. Hedstrom needed to evaluate its online visitors and decide how best to use the Web as a tool. Initial research indicated that parents accounted for the majority of their Web traffic, not kids.

The site approach changed from online games for kids to content that addressed the needs of consumers; including a customer service module, product guides and a press room.

To improve performance, the site was also redesigned and rebuilt from the ground up. In order to keep the site current with product information, a new program was developed that allowed the Web server to query the Hedstrom AS400 system every day to identify product changes or new product additions. Any changes identified are then posted to the Web server the same day allowing the content on the Web site to stay current without creating resource issues or consulting expenses.

Last but not least, the site also established a new brand look for the company's Web presence. A clean fresh look was easy to navigate and better represented the company's personality.

Brady Communications is a strategic marketing communications firm providing high quality print and interactive solutions.



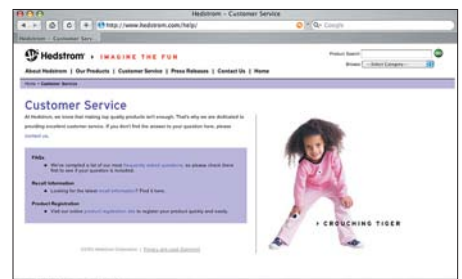
A Rich History

A history section was within the site communicates the company's rich heritage.



Kids in Motion

Clean contemporary photography of kids was used throughout the Web site to remind visitors of the imagination and fun created by the company.



Improving Service

FAQ and contact information were used strategically to reduce the number of customer service calls and improve quality of service.

---Select Category---

- Athletic Balls
- Ball Pits
- Flotation Devices
- Furniture
- Game Tables
- Gym Sets
- Hopper Balls
- Infant Slumber
- Play Houses
- Playballs
- Pre-school Outdoor
- Skatepark Equipment
- Sleeping Bags
- Snow Activities
- Spring Horses
- Trampolines
- Wall Decor

---Select Business Unit---

- Backyard & Fun
- Ball, Bounce & Sport
- EKO

---Select Character License---

- Barbie
- Cat in the Hat, The
- Cherished Teddies
- Crayola
- Disney Princesses
- Disneys Standard Characters
- Dora the Explorer
- Finding Nemo
- Jimmy Neutron
- Kim Possible
- Lizzy McGuire
- Masters of the Universe
- McDonald's
- MASCAR
- Noah's Ark
- Precious Moments
- Raggedy Ann & Andy
- Rocket Power
- Rugrats
- Scooby-Doo
- Shrek 2
- SpongeBob SquarePants
- Strawberry Shortcake
- Teenage Mutant Ninja Turtles
- Trick Stick
- Wiggles, The
- Winnie The Pooh

---Select Gender---

- Boy
- Girl
- Unisex

Search Results

12 items found

Finding the Product You Want

Consumers can use a variety of criteria to search the extensive product database. Search results for products are presented in a graphic format.

ASE Quarterpipe
No skatepark is complete without a Quarterpipe! This features a built-in coping rail and a 5-foot transition ramp for maximum velocity and huge air.

In the News
HEDSTROM'S PRISS PRINTS BECOMES MAGIKSTIK™ WITH PRODUCT RE-LAUNCH
HEDSTROM KEEPS KIDS ACTIVE AT PLAY THROUGH THE WIDE WORLD OF SPORTS
Hedstrom Stays on a Roll with Fresh and Funky Slumber Bags
More News

Party Starters
Visit our [Playtime Tips](#) page for great ideas on throwing a slumber party to remember!
You'll find handy tips for planning invitations, theme, decorations, food, games and more.

Recall
12-foot, 13-foot, 14-foot Trampolines

Related Links
FACTOR X
Skatepark equipment for boards, bikes and blades.
xnet
Our Customer Extranet.

REPLAY INTRO MOVIE

Opening Animation

A Flash opening rotates through several animations each time someone visits the site. Animated kids in action reinforces the theme, Imagine the Fun™.

In the News

Media and consumers have access to the latest news about Hedstrom.

Press Releases

- January 2004
- December 2003
- November 2003
- October 2003
- September 2003
- August 2003
- July 2003
- June 2003
- May 2003
- April 2003
- March 2003
- February 2003
- January 2003





BRADY COMMUNICATIONS

Brands. **Brand Strategies.** Market Positions. Brochures. Magazines. **Annual Reports.** Recruitment Materials. Media Kits. **Literature Systems.** Promotions. Product Launch Support. Direct Mail. **Identities.** Posters. Point-of-Sale Materials. Display Systems. Free Standing Inserts. **Packaging.** Exhibit Booths. Trade Show Materials. Advertising. Letterhead. Business Cards. Event Promotion. **Multimedia.** Sales Presentations. CD-ROMs. Kiosks. Handhelds. **Web Sites.** Hostings. **Internet Strategies.** E-Commerce. Online Advertising. Search Engine Optimization. **Database Design and Development.** Technical Architecture. Content Management Systems. Interface Design. Usability Testing. User Experience Planning. **Strategic Marketing Communications.**

Think further.

The difference between good communication and great communication is the power of discernment: keen **insight** into your marketing goals and good judgment on the right message and creative to help you meet them. **Helping you go farther takes someone who thinks further.**

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