

RATIONAL launches B2B online magazine for all areas of professional kitchens

Client:
RATIONAL Aktiengesellschaft

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Categories:
Services , Solutions , Topics

Tags:
#Experience
#Generation Y
#Kundenbeziehung
#Managed Service
#Personas

KTCHNrebel cleans up with boring industry news and dry technical articles. Passion for the job, love of detail & design, and always one step ahead - this is how KTCHNrebel presents itself in the look and feel of a glossy magazine.

Challenge

RATIONAL has long since ceased to be a pure equipment manufacturer for the catering trade. For many years now, the global market and technology leader has been focusing on innovative solutions for its customers. Digitalisation has also found its way into the high-quality products in the form of ConnectedCooking. Out of the desire to create an information platform for "Soul-Cooks" and thus to be even closer to the pulse of the industry, the idea of an own, high-quality and attractively designed online magazine was born. The challenge in this project lay in the new brand communication and to bring it closer to Generation Y and to attract attention. Also the conditions had to be created that the content would be available in German and English.

Solution

In order to reach an ever-growing target group of RATIONAL, (chefs) chefs of Generation Y, the company relies on a modern, stylish magazine look that is easy to consume on both the smartphone and the PC. On the basis of several personas and the **customer journey**, the **UX design** was conceived and implemented. The mobile version of the online magazine was an important factor for the target group-oriented design. In order to meet the high demands of the company and the needs of the target groups, many functions regarding editor usability and user experience were individually developed. As the subject of **data protection** is taken very seriously at RATIONAL, all the extensions were rigorously examined and adapted accordingly.

Benefits for RATIONAL AG

- Modern targeting of users, especially the new generation Y
- Image and brand development for later strategic merger with the parent brand
- Simple editorial processes
- Fast time-to-market

"With the B2B online magazine asioso realized in cooperation with KTCHNREBEL we were able to address decision makers of Generation Y in a more targeted manner and already received positive market feedback. asioso supported us professionally with both the UX concept and design as well as the technical implementation" - **Daniel Klaus, Senior Manager Online Marketing at RATIONAL AG**

About the company

The RATIONAL Group is the worldwide market and technology leader for thermal food preparation in professional kitchens. Founded in 1973, the company employs around 1,900 people, of which more than 1,100 work in Germany. Since its IPO in 2000 RATIONAL has been listed in the Prime Standard of the German Stock Exchange and is now part of the SDAX. The company's primary objective is to always offer its customers the highest possible benefit. Internally, RATIONAL is committed to the principle of sustainability, which is expressed in the principles of environmental protection, leadership and social responsibility. Year after year, numerous international awards testify to the high standard of the work carried out by RATIONAL.

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