



INZEN

case study

HOSPITALITY &
ENTERTAINMENT

Inzen's Kaboodle perfectly suits businesses in the hospitality and entertainment industry to help them thrive in their marketplace.

Inzen has dozens of clients in the hospitality and entertainment sectors. Below is just a small selection to show what businesses in that market can be doing to skyrocket online marketing, brand awareness, community support, search engine optimisation and online selling.

DAZZLE AND ASTOUND

Do you want a website so beautiful that it is a pleasure to use?

The Trademark Hotel is one of Sydney's newest and most prestigious nightclubs. Situated under the famous Coca Cola sign in King's Cross, it boasts world-class décor, a sumptuous food and beverage menu, some of Sydney's best DJs and a high-class clientele. Trademark needed a website that would truly represent the glamour of the venue, whilst also having complete control of every aspect of it. With a smart Flash-driven menu, rotating movie banners, streaming video, photo galleries, email newsletters, downloads and more, Kaboodle has perfectly fit the bill.

WHAT CAN KABOODLE DO FOR YOU?

- > Quickly and easily update all aspects of your web presence
- > Communicate quickly and easily with your patrons and potential patrons through professional e-newsletters
- > Maintain brand consistency and design throughout your online presence
- > Capture viewer requests and reservations
- > Easily create specialised photo galleries
- > Create a community behind your website



www.trademarkhotel.com.au



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RECREATE YOUR DOMINANCE

Are you tired of your site downplaying your market recognition?

The Golden Sheaf Hotel is a Sydney landmark. Standing proudly in Double Bay, it has been host to more big nights than anybody could recall. Famous for its exceptional bistro, friendly staff, live bands, outdoor and indoor areas, sport and constant big crowds, the Sheaf needed to completely re-create their website to not only properly represent the venue, but to give them the ability to update and change it, week in, week out with the latest news. The Sheaf engaged Inzen to help do this, and after integrating their glorious design onto Kaboodle, they are now happily uploading photos, news and event updates on a site that truly does the Golden Sheaf proud.



www.goldensheaf.com.au

ENJOY THE VIEW

When you're Number One, how do you stay there?

The Opera Bar needs no introduction. Boasting the best views in Sydney, it has been a hotspot ever since opening. With quality being paramount, the Opera Bar needed a website that showcased the extraordinary views it commands, as well as detailing the myriad of performers entertaining each month, the delicious food and drink available for patrons and functions, and of course all the photo galleries of major events. The Opera Bar have been using Kaboodle to maintain their site for over two years, and remain the number one hotspot in Sydney with its assistance.



www.operabar.com.au



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KEEP YOUR HATS ON

When you're one of Sydney's best restaurants, how do you represent it?

ARIA Restaurant has two hats - Chef's Hats, awarded by the Sydney Morning Herald Good Food Guide. When you're that good a restaurant, how do you ensure your website reflects it? Through a smooth, easy viewing experience guiding the visitor through all the menus, wine lists, news, events and images showcasing the establishment, then finally to the reservations page where one can book online for a time and date. ARIA use Kaboodle to constantly update their website, and receive dozens of reservations a day. Since moving on to Kaboodle, ARIA's website now receives a staggering 10,000 unique visitors a month. It is a critical component to their thriving business, and thus they maintain their impeccable standard.

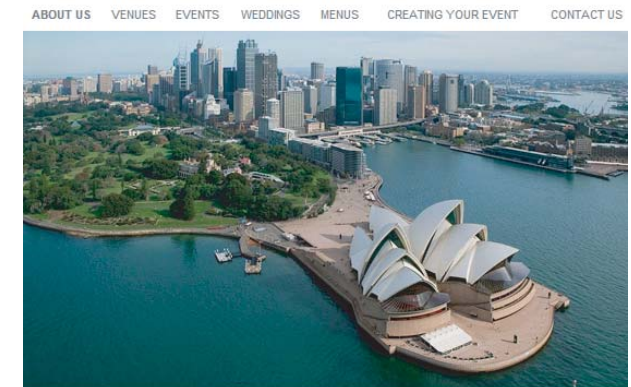
HAVE A LANDMARK OCCASION

Want to show off your playground?

Opera Point Events has one of the world's most famous playgrounds in which to hold events - the Sydney Opera House. With a number of awe-inspiring locations from which to choose, a client can host a wedding, 21st, corporate function or just about anything in complete decadence. Opera Point Events needed to be able to display and update images and text of their stunning locations, menus, conference offerings and more on a weekly basis. Using Kaboodle, they successfully maintain a visually delicious website, whilst staying utterly professional and functional.



www.ariarestaurant.com



WELCOME TO OPERA POINT EVENTS
Imagine your next event or special occasion at the Sydney Opera House, one of the world's most iconic treasures.
Opera Point Events offers a number of truly magnificent spaces at the Sydney Opera House for any style of function from conferences, weddings, gala dinners to unforgettable events of grand scale.

www.operapointevents.com.au



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COLOUR AND MOVEMENT

Do you have a website as exciting as your venue?

The Albion Hotel website stands apart from all others due to one thing - colour and movement. With integrated movie clips in the header, catchy rollover menus and images, dozens of weekly photo galleries and shots of all areas of the huge venue, the Albion website is a true pleasure to navigate, with an exciting look and feel. Kaboodle gives Paramatta's largest hotspot a website that truly reflects the energy of the club, whilst also allowing staff to quickly and easily update any and all pages, galleries, menus, links and PDFs throughout it.



www.albionhotel.com.au

CONTACT US

For more information on how Inzen's Kaboodle can add value to your business, feel free to contact us...

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