

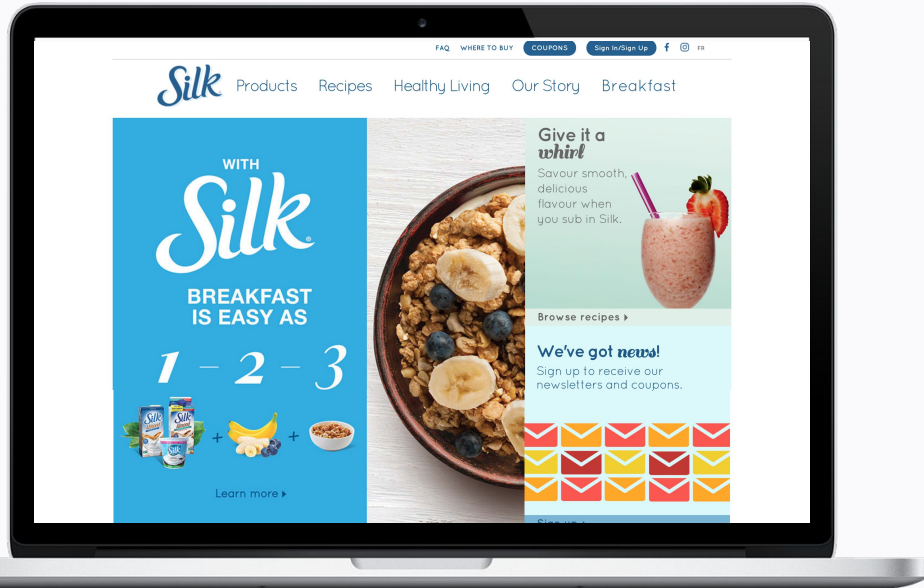
The image features a blue rounded square with a white shadow. Inside the square, the word "Silk" is written in a white, elegant cursive font. Below the logo, there is white text in a sans-serif font.

Silk

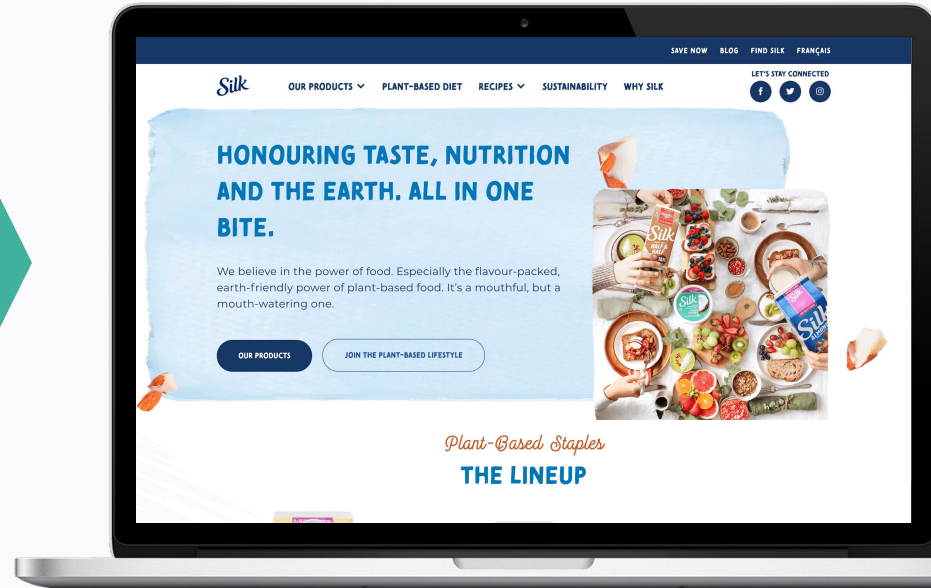
**Website Refresh to Appeal to a
Younger Demographic
Food & Beverage**

In August 2020 Silk relaunched its website with an updated design and changed the domain name from "www.drinksilk.ca" to "silkcanada.ca".

www.drinksilk.ca



www.silkcanada.ca

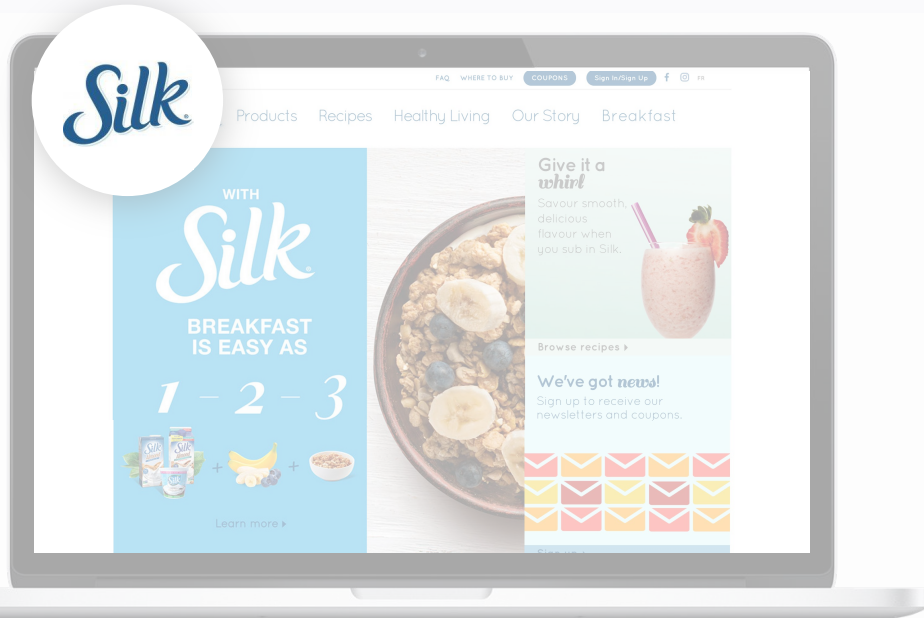


The new website features Silk's updated branding.

● Simplified logo

● Darker colors

● Plant-based diet narrative

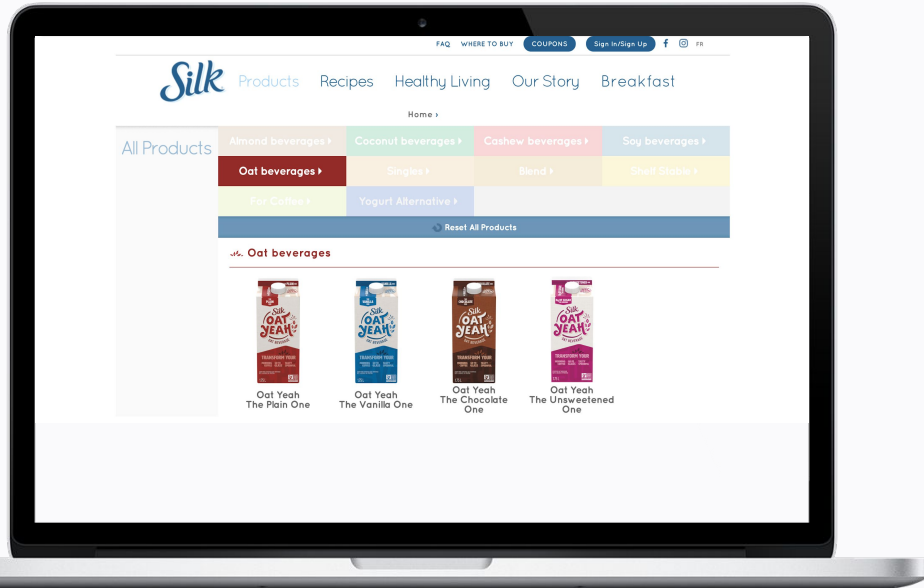


Silk updated the packaging design for its oat milk line, aligning colors and typography with their current branding principles.

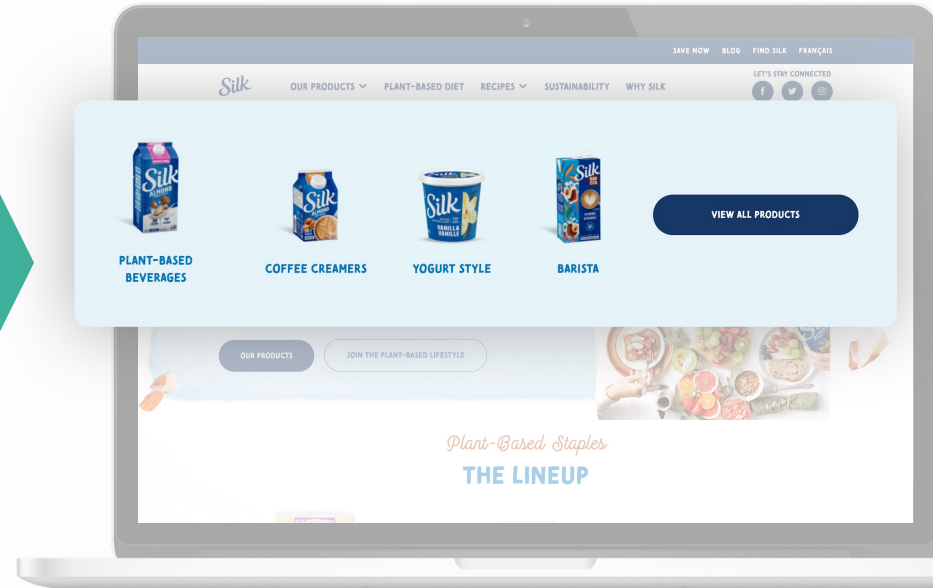
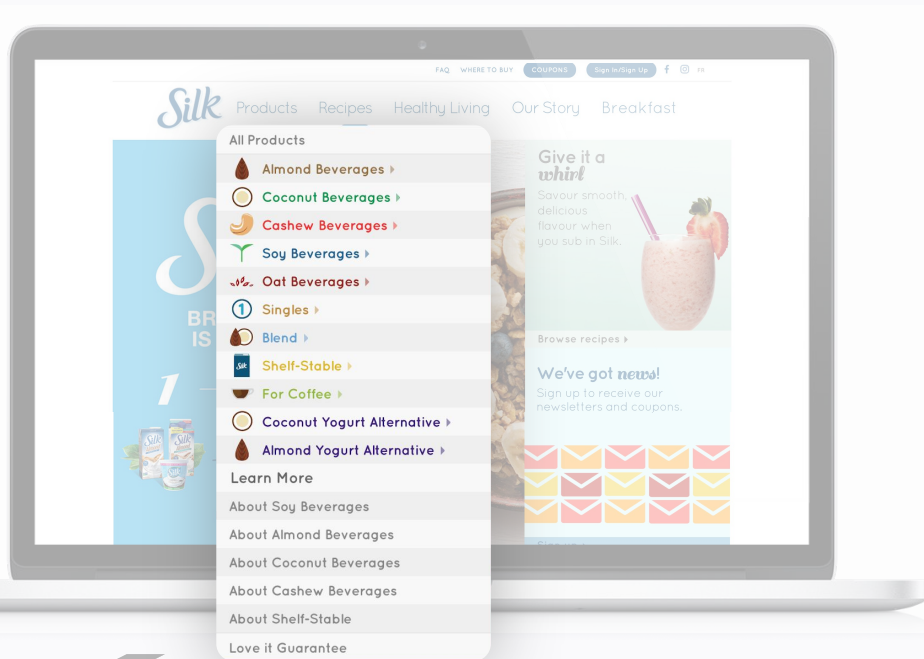
● Updated product line name

● Enlarged Silk brand name

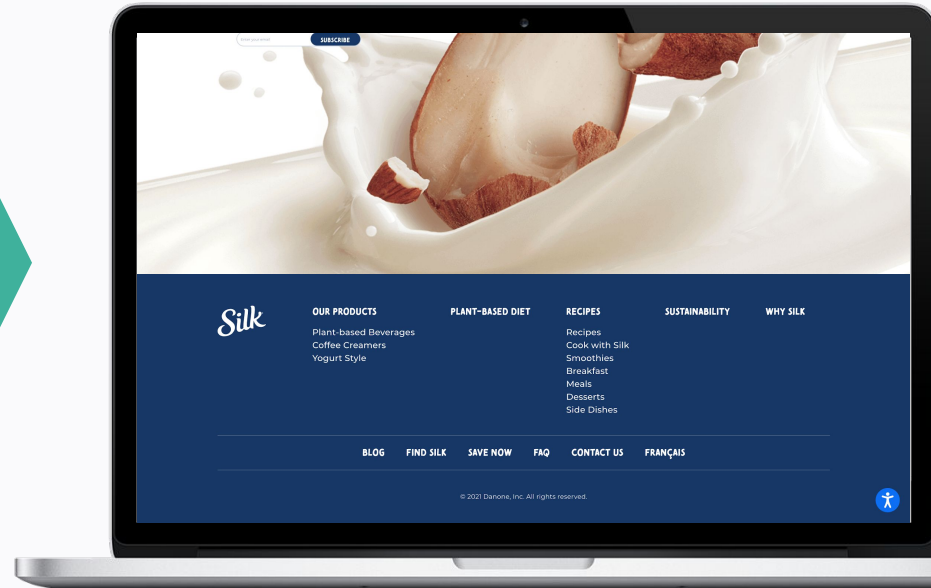
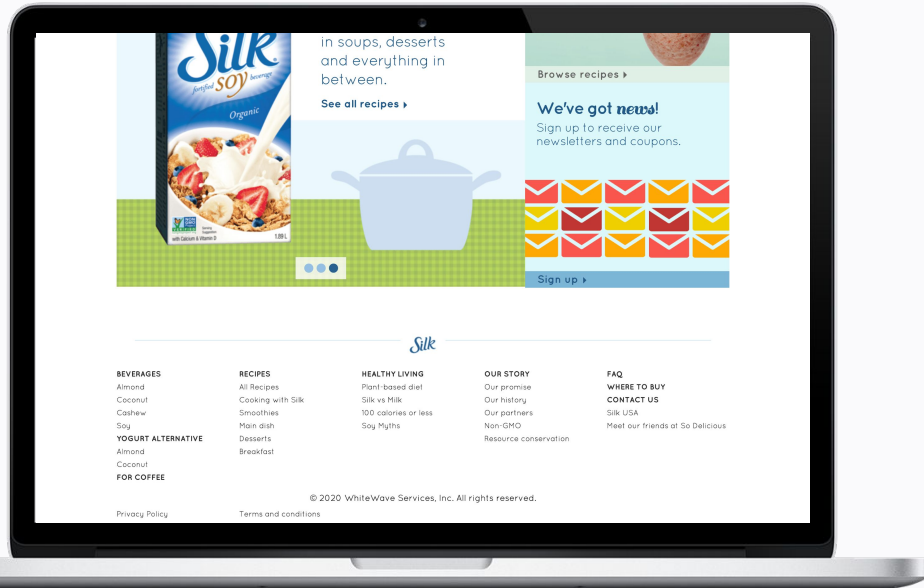
● Aligned color-coding



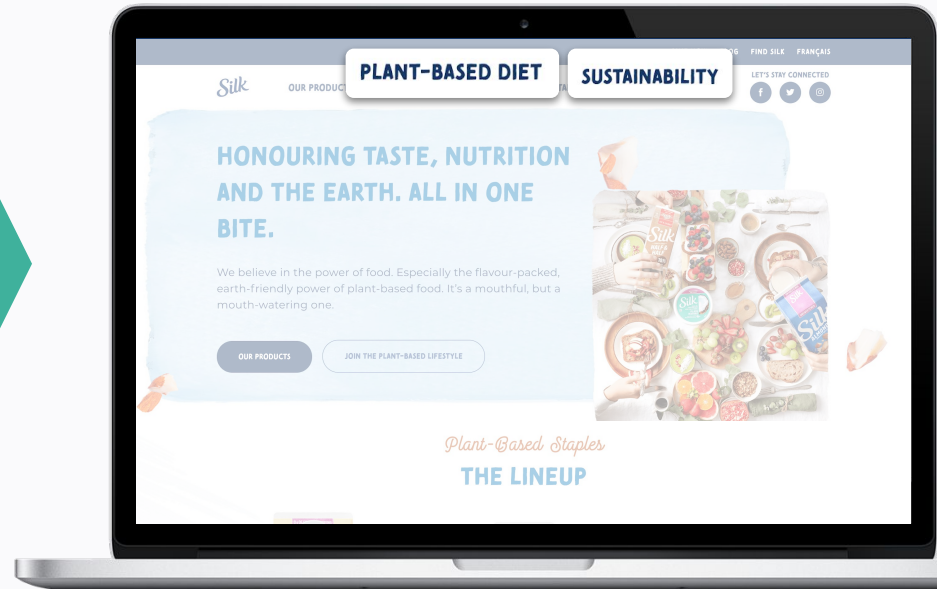
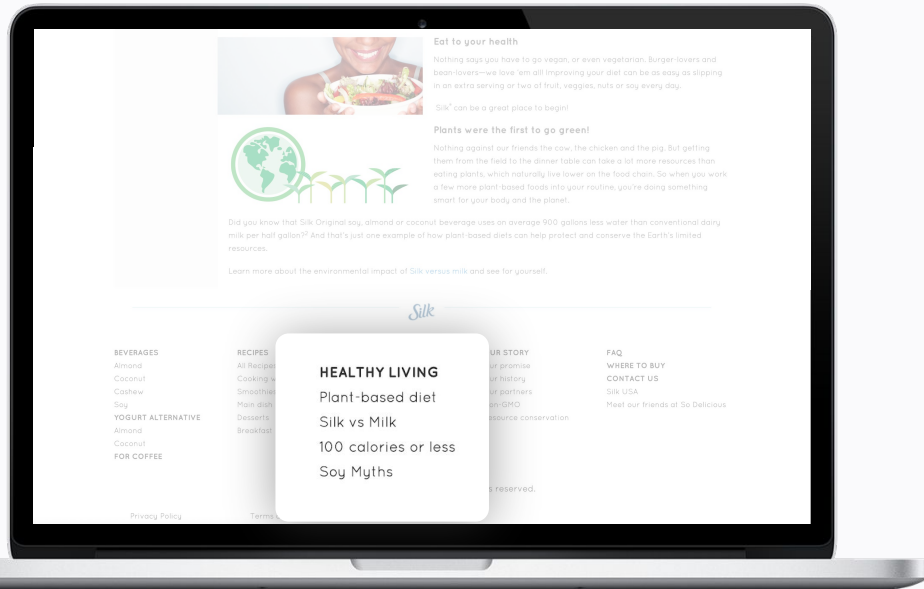
The new website has simplified navigation and groups products by broader categories — beverages, creamers, yogurts, and barista.



Silk also simplified the footer navigation and grouped multiple sections into one parent category (i.e. Plant-Based Diet, Why Silk).



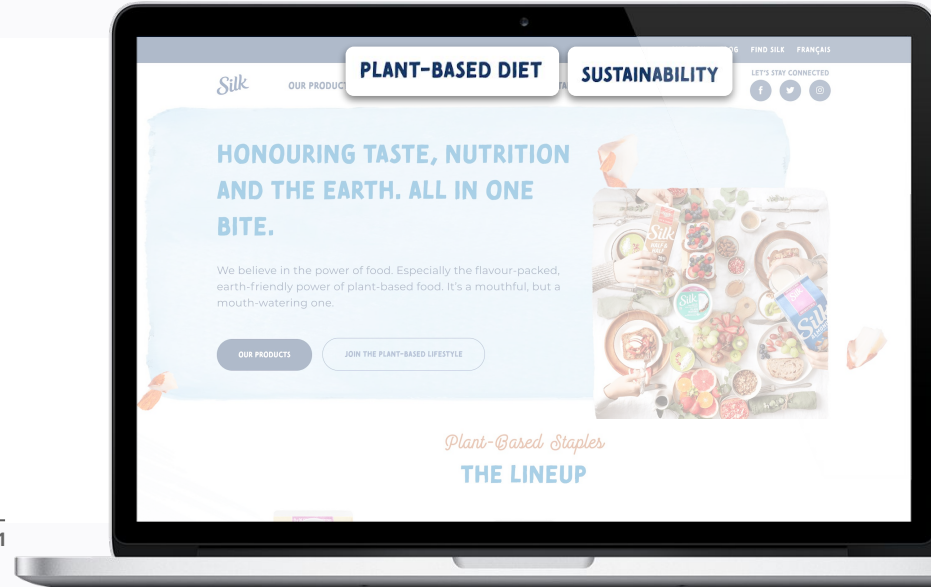
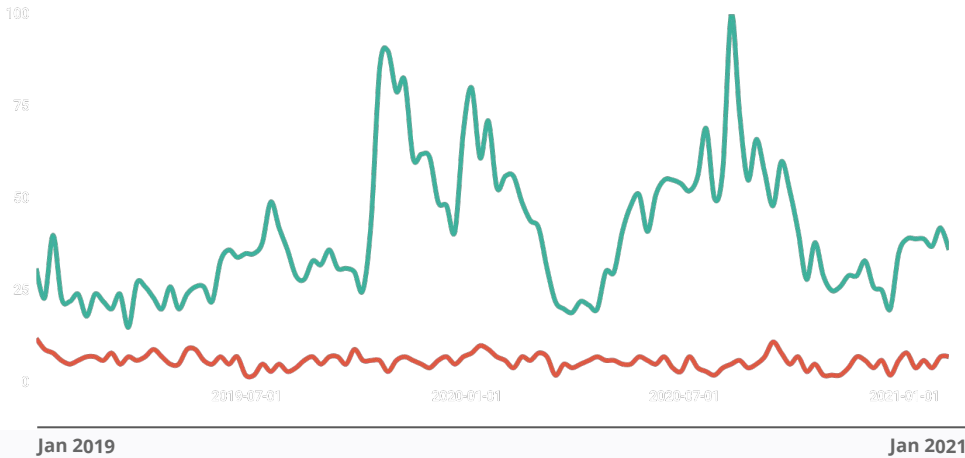
Silk prioritized the educational narrative by bringing up the Healthy Living section from the footer to the main navigation and adding a Sustainability page.



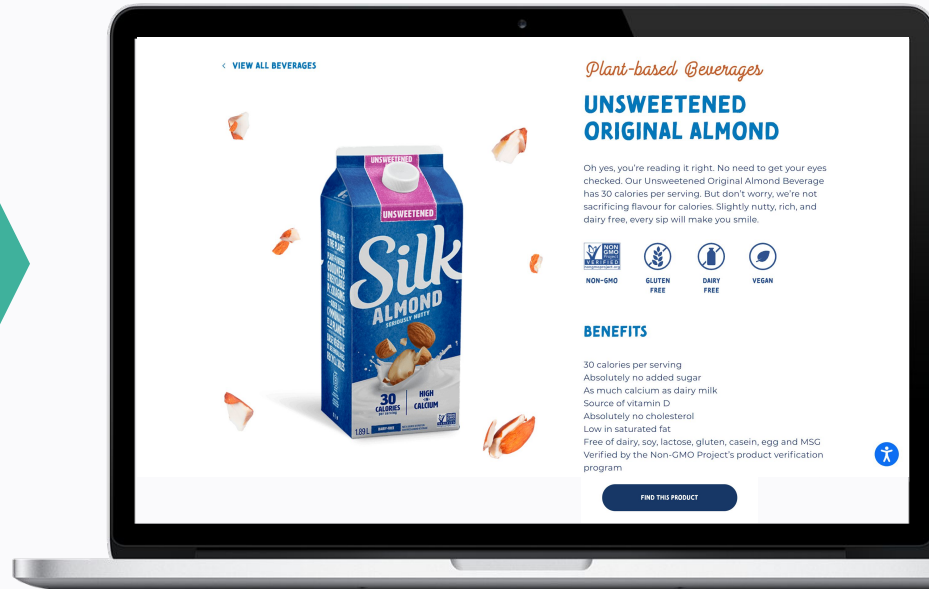
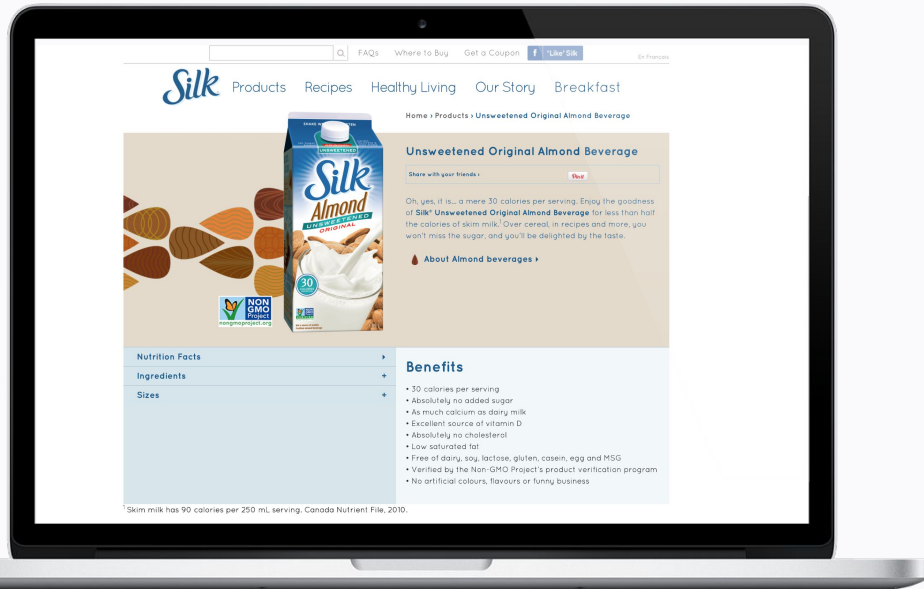
Silk renamed the “Healthy Living” page to “Plant-Based Diet”, leveraging the increased popularity of the term.

Google searches:

● Plant-based diet ● Healthy living



The brand migrated product descriptions from the old website and enhanced convertibility by adding “Find the product” call-to-action buttons to the new pages.



The “Find the product” CTA button leads to a separate page with a widget that enables users to search for retailers that carry Silk or buy products online via grocery chains as Walmart, Sobeys, IGA.

The screenshot shows the Silk website's product page for Unsweetened Original Almond Beverage. The page features a navigation bar with 'Silk', 'Products', 'Recipes', 'Healthy Living', and 'Our Story'. Below the navigation, there's a breadcrumb trail: 'Home > Products > Unsweetened Original Almond Beverage'. The main content area includes a product image of a carton, a 'Share with your friends' button, and a paragraph of text: 'Oh, yes, if you're into 30 calories of Silk® Unsweetened Original Almond Beverage, you won't miss the sugar, and you won't miss the goodness. About Almond Beverage'. There are also sections for 'Nutrition Facts', 'Ingredients', 'Sizes', and 'Benefits'. The 'Benefits' section lists: '• 30 calories per serving', '• Absolutely no added sugar', '• As much calcium as dairy', '• Excellent source of vitamin E', '• Absolutely no cholesterol', '• Low saturated fat', '• Free of dairy, soy, lactose', and '• Flavored by the non-GMO'. A small footnote at the bottom left states: 'Skim milk has 90 calories per 250 mL serving. Canada Nutrient File, 2010.'

GO GET THAT GOODNESS

BUY ONLINE

Vancouver, BC V5T, CA

FIND IN STORE

ALL PRODUCTS

BEVERAGES

COFFEE CREAMERS

YOGURT STYLE

Search Products

0 PRODUCTS SELECTED

ENGLISH

Plant-based Beverages

UNSWEETENED ORIGINAL ALMOND

Oh yes, you're reading it right. No need to get your eyes checked. Our Unsweetened Original Almond Beverage has 30 calories per serving. But don't worry, we're not sacrificing flavour for calories. Slightly nutty, rich, and dairy free, every sip will make you smile.

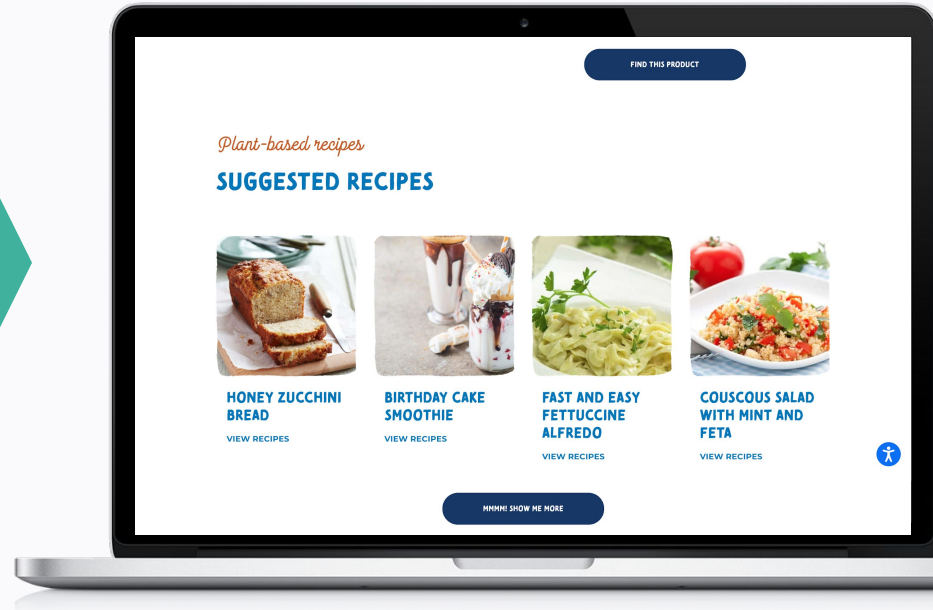
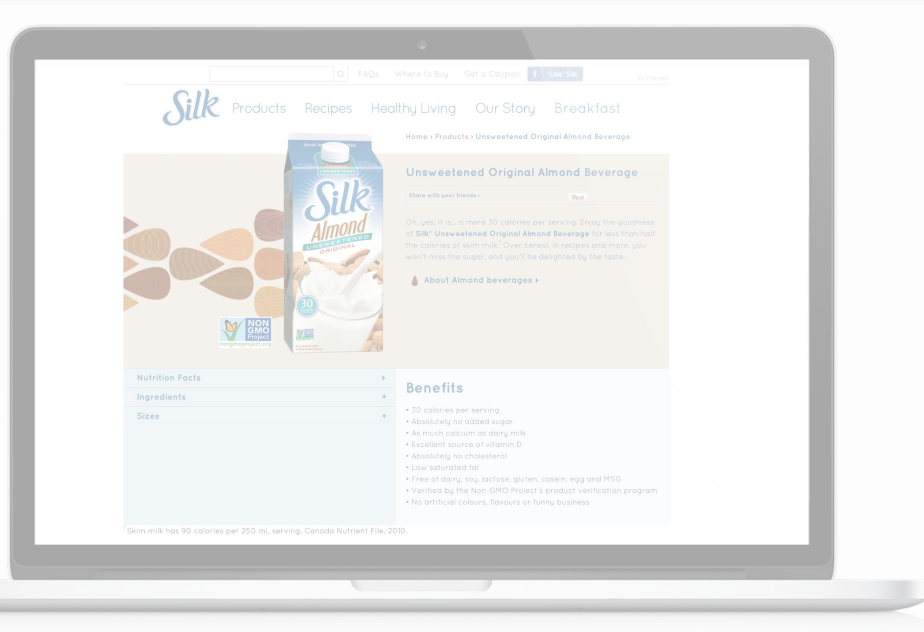


BENEFITS

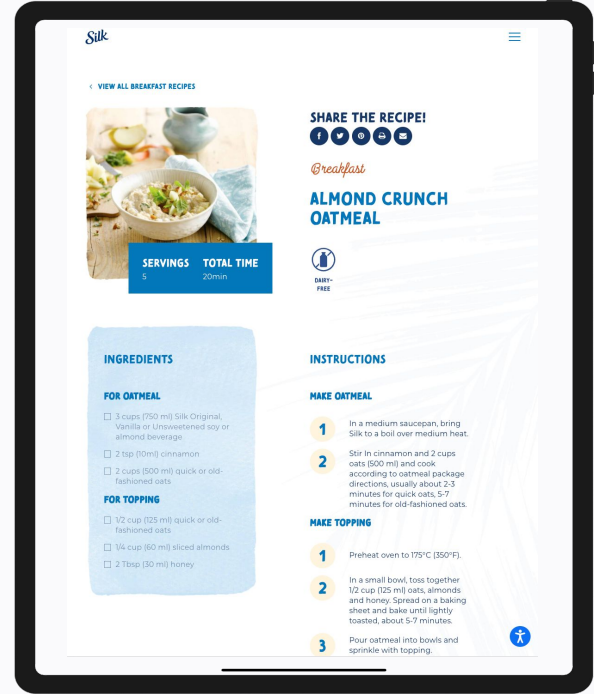
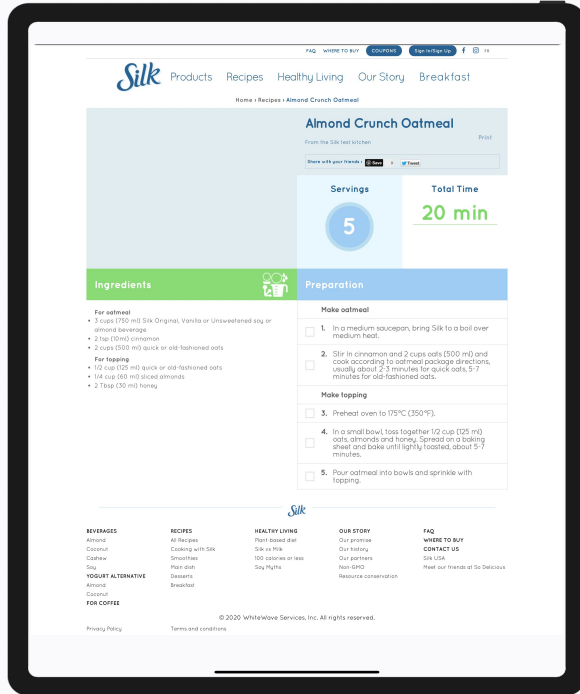
30 calories per serving
Absolutely no added sugar
As much calcium as dairy milk
Source of vitamin D
Absolutely no cholesterol
Low in saturated fat
Free of dairy, soy, lactose, gluten, casein, egg and MSG
Verified by the Non-GMO Project's product verification program.

FIND THIS PRODUCT

The updated product detail pages feature suggested recipes and recommends similar products.



The brand improved the readability of their recipe pages, re-arranged design components and changed image aspect ratios to provide a more user-friendly mobile experience.



Silk drastically simplified recipe filters, leaving only meal type and dietary restrictions.

Occasion

- Main (29)
- Smoothies (52)
- Holiday (42)
- Sides (41)
- Appetizers & Snacks (14)
- Soups, Salads & Dressings (15)
- Breakfast (35)
- Desserts (51)
- Drinks (67)
- Silkology (40)

Type

- Apps (2)
- Desserts (3)
- Drinks (1)
- Sides (7)
- Under 30 Minutes (110)
- Vegetarian (210)
- Vegan (110)
- Gluten-Free (144)
- Dairy-Free (176)
- Low Fat (41)
- From Our Friends (4)

Product

- Almond beverages - Singles (296mL) (1)
- Coconut Yogurt Alternative - Single Serve (150g) (4)
- Almond Yogurt Alternative - Tubs (640g) (2)
- Almond Yogurt Alternative - Single Serve (150g) (2)
- Almond beverages - Singles (236mL) (2)
- Coconut Yogurt Alternative - Tubs (640g) (6)
- Almond Yogurt Alternative (1)
- Almond beverages (167)
- Coconut beverages (86)
- Cashew beverages (48)
- Soy beverages (154)
- Oat beverages (2)
- Blend (14)
- For Coffee (18)
- Yogurt Alternative (7)
- Vega (21)



FILTER YOUR RECIPES

Choose a category

- Breakfast**
- Desserts
- Meals
- Side Dishes
- Smoothies

Dietary restrictions

- Dairy-free
- Gluten-free
- Vegan

APPLY FILTERS



BLONDE OAT LATTE

[VIEW RECIPES](#)

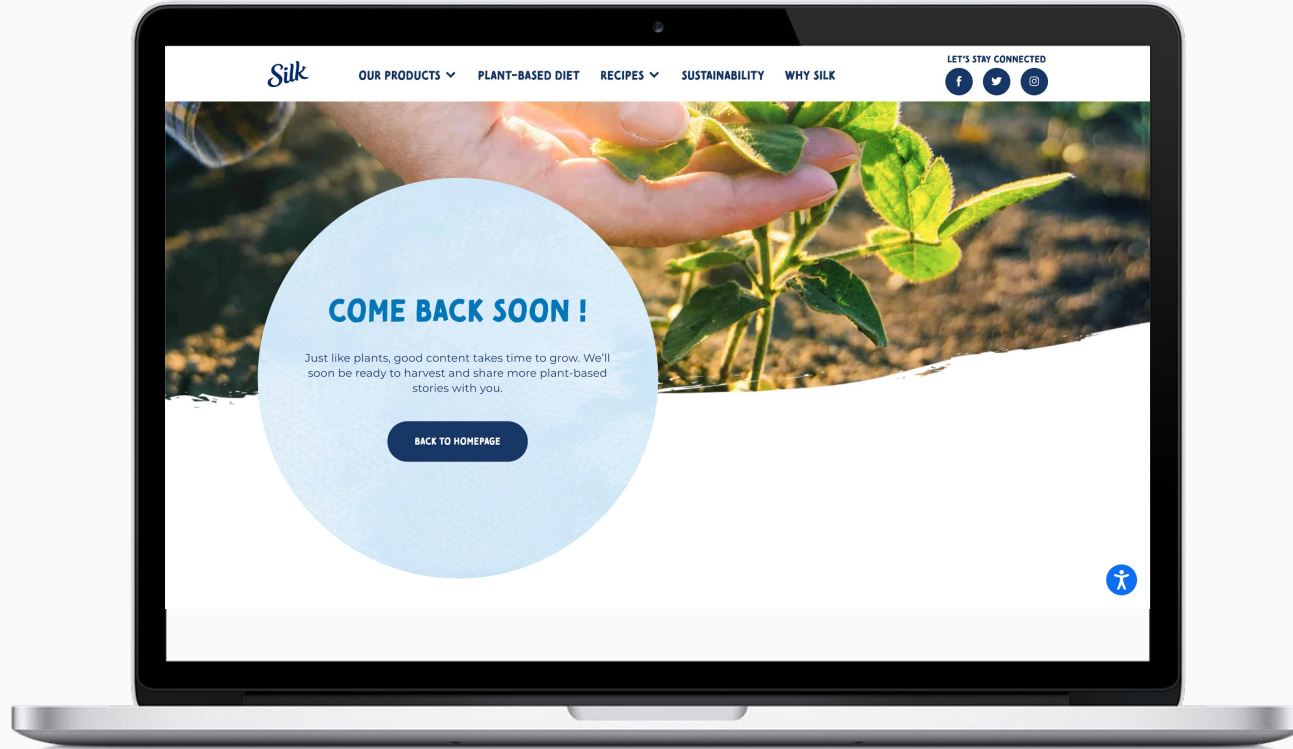


PLANT-BASED OATMEAL WITH APPLE

[VIEW RECIPES](#)



The new website announces Silk's intention to launch a Blog and share plant-based stories.



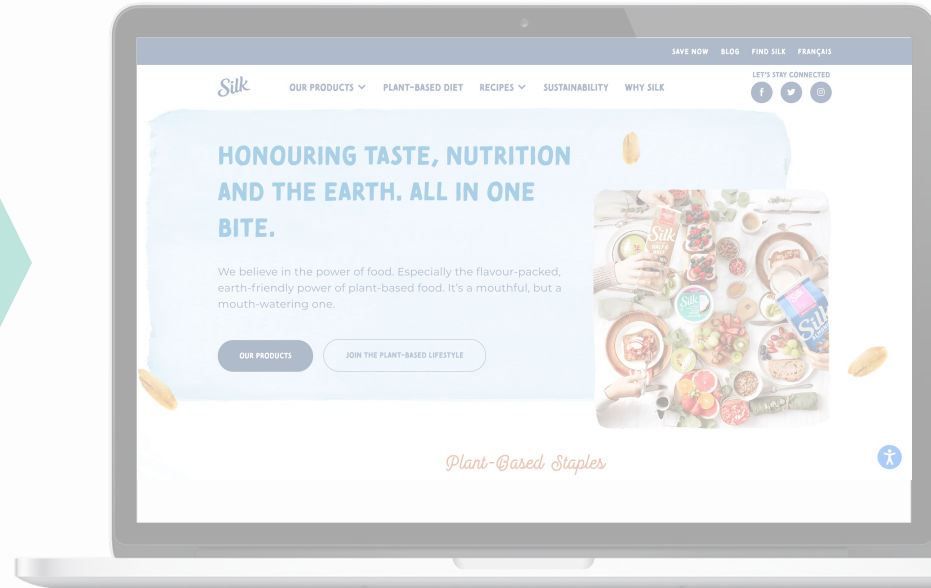
On the new website, Silk got rid of the Sign in/Sign up functionality and removed the user portal.

User portal enabled clients to:

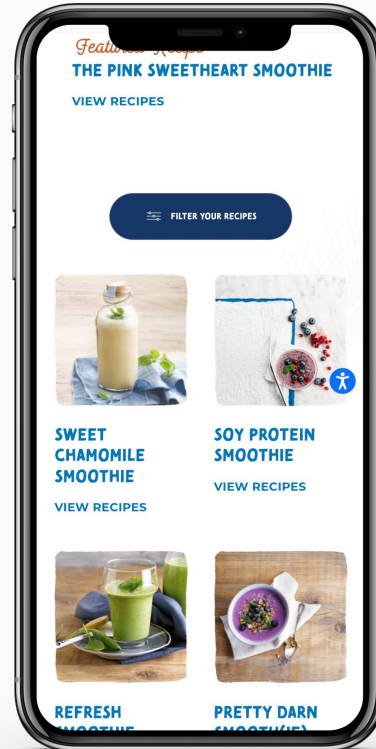
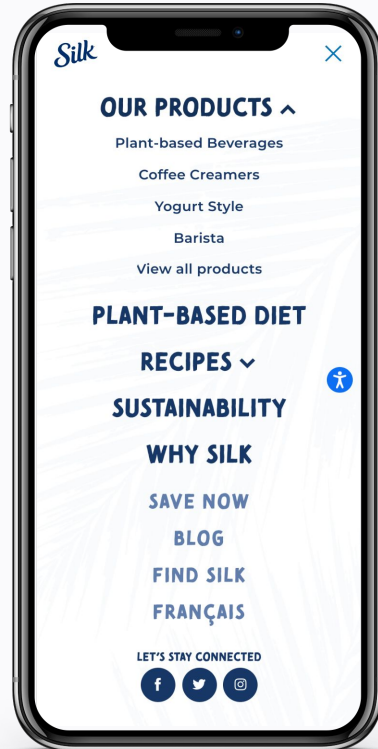
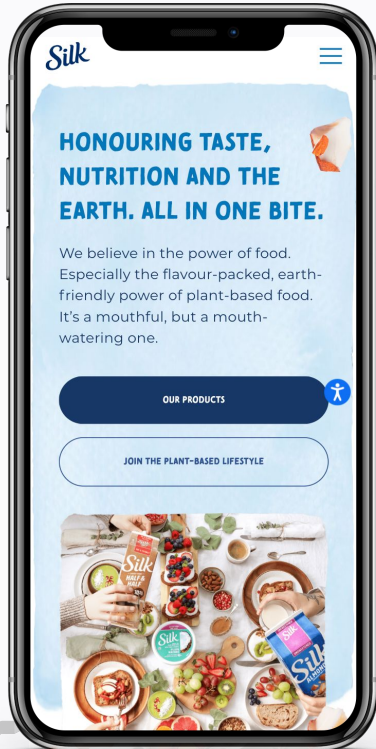
● Find coupon offers

● Save recipes

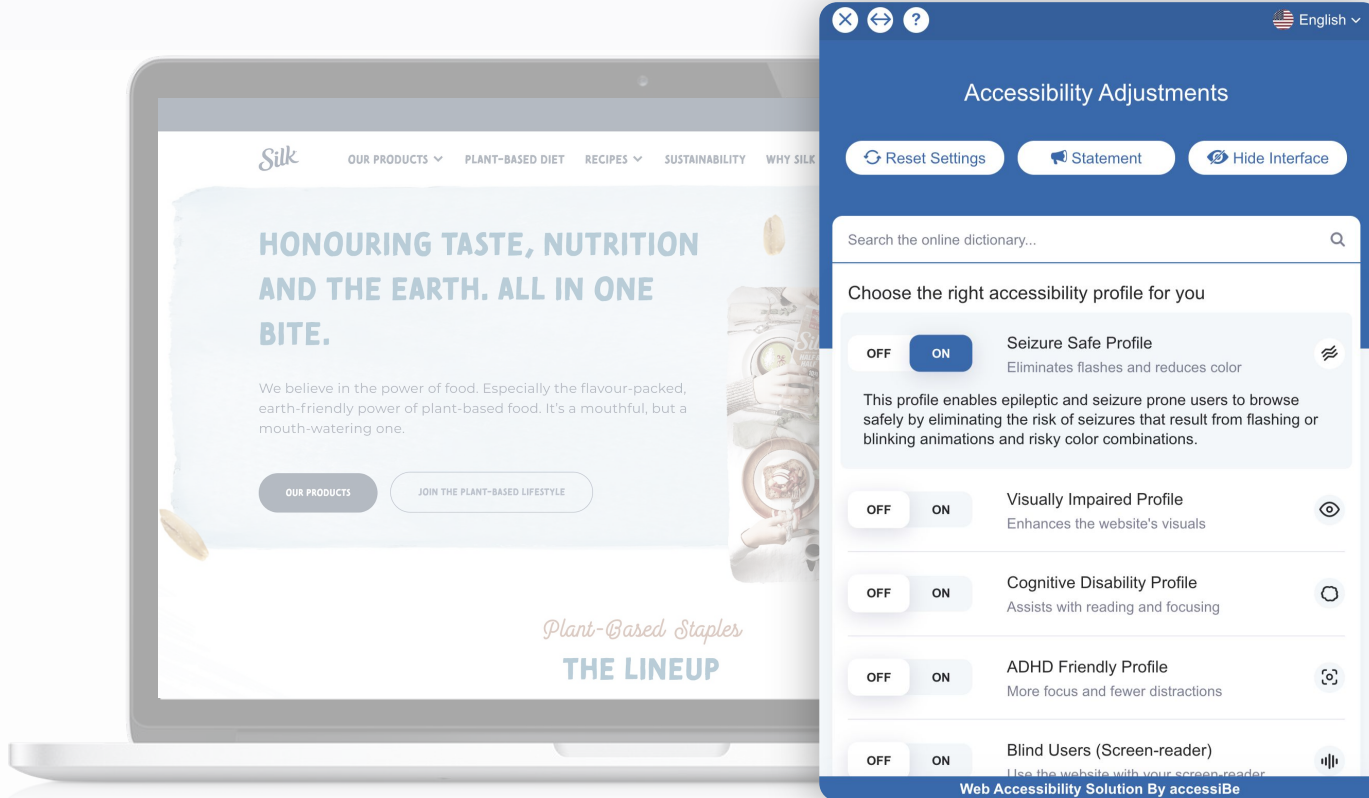
● Save products



The updated website is well-optimized for mobile browsing and enables users to conveniently check product details while shopping in stores.



Silk ensures that its new website is fully compliant with accessibility requirements by having a widget that enables users to modify web page appearance.



Key Takeaways

From the Website Refresh to Appeal to a Younger Demographic Case Study

Website Design — Update website design to remain relevant to consumers: A website lives at the core of any brand's digital ecosystem and serves as one of the most impactful brand touchpoints. In the highly competitive market, where brands go after the same young health-conscious consumer, intangible cues, such as branding and tone-of-voice, directly impact product consideration and trial. In August 2019, Silk relaunched its website to compete with new, hip and independent non-dairy beverage brands.

Website Navigation — Simplify navigation to keep users focused: Decision fatigue can't be ignored when designing the website's information architecture. Silk reconsidered its approach to navigation by dramatically simplifying the menu and organizing its products into clear categories: beverage, creamers, yogurts, barista. The brand also streamlined the filtering functionality on their recipe pages. Silk removed dozens of choices and kept only two main filters: meal category and dietary restrictions.

Website Content — Prioritize educational narrative: Silk prioritized the educational narrative by bringing up the Healthy Living section from the footer to the main navigation and adding a Sustainability page. The brand, also, fully migrated its Recipes sections to the new website and announced a Blog launch.

Website Content — Leverage trending search terms and keywords: While Silk migrated most of the content from their old website, they made some strategic updates to boost search engine optimization. The brand renamed the Healthy Living section to Plant-Based Diet, leveraging the surging search trend. Silk also announced the launch of the Blog section, which suggests the intention to attract more organic search visits.