


COGbranding[®]



Deus Ex Machina Wordpress Shopify Web Development Case Study

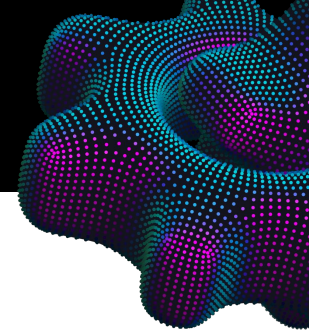


DISCOVER



Case Study

Deus Ex Machina Strategy



This document will introduce you to one of the COG Branding Wordpress Shopify Web Development projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Deus Ex Machina approached COG Branding with a brief to execute Wordpress Shopify Web Development and design to ensure their eCommerce business scaled with their retail business.

Read through, enjoy, and get in touch anytime!



Luke Sullivan
Managing Director
COG Branding

1ST

Eugenio Vezzetti
OraColo
Milan/Italy



BEHIND THE BUILD:

Dnepr mt11 750cc 1986

"Oracolo" (oracle in english) is a dnepr mt11 750cc from 1986. On the original frame we find a Guzzi Ercole Fork, an handmade brass fuel tank, and a seat that was originally an engine support from an honda xl 125. the rear beams is integrated in the back wheel hub. Original as its builder is the name of the bike : Oracolo – oracle- as the bike is intended like a profecy, something ahead of its times, but also, with a wordplay, a feeling of liberation and satisfaction : "ora colo" in italian means " Now i'm dripping"

[Find all images and comments here](#)

2ND

Davide Lorusso
Ula
Milano/Italy



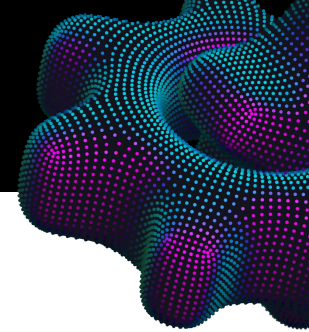
BEHIND THE BUILD:

The bike is a 1991 XR 600, named "Ula".

The customization consists in two PVC pipes for the gas tank, fake wood pvc hand made seat, a 2 stroke exhaust system, beam from a vintage Garelli. Two hand made bags are on the seat.

[Find all images and comments here](#)

START!
↓



We knew that Deus Ex Machina needed a trusted professional Australian website development team to design, develop and manage their Bike Build Off Event digital asset.

We also knew that the Deus Ex Machina brand needed a Web Development agency that is affordable, reliable, and understands Shopify, Wordpress and hosting, plus domain account management and optimisation.

Plus, their business wanted a team of digital experts to solve existing legacy issues that continually hampered broader online progress and performance.

Deus Ex Machina engaged COG Branding with a technical website development brief to design the responsive WordPress website for the global Bike Build Off Event - so what we knew from the start is that this project would be awesome fun!



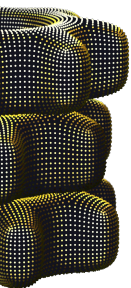
The Australian brand founded by Dare Jennings - Deus Ex Machina, God From The Machine. The brand encompasses various elements, including a clothing line, motorcycle customization, accessories, and a unique blend of surf, skate, and motorcycle culture. Deus ex Machina was established in 2006 in Sydney, Australia, and it has since gained international recognition.

The brand is known for its distinctive style that combines retro and modern aesthetics, often drawing inspiration from vintage motorcycles, surfing, and the broader world of outdoor adventure. Deus ex Machina has a strong association with the custom motorcycle scene, and they are renowned for creating one-off, handcrafted motorcycles that reflect their design philosophy.

In addition to its physical locations, Deus ex Machina has a global presence through its merchandise and lifestyle products, appealing to individuals who are passionate about motorcycles, surfing, and a laid-back, adventurous lifestyle. The brand has become synonymous with a particular blend of counterculture, creativity, and a love for the open road.

"Deus ex machina" is a Latin phrase that translates to "god from the machine" in English. It refers to a literary or dramatic device where a seemingly unsolvable problem is suddenly and abruptly resolved by the introduction of a new character, event, ability, or object. This unexpected solution often comes out of nowhere and may feel contrived or artificial.

The term has its origins in ancient Greek theater, where actors portraying gods would be lowered onto the stage using a crane or mechanical device to intervene and resolve the plot. Over time, the term has been more broadly applied to any situation in literature, film, or other forms of storytelling where an improbable or unlikely solution is introduced to bring about a resolution.



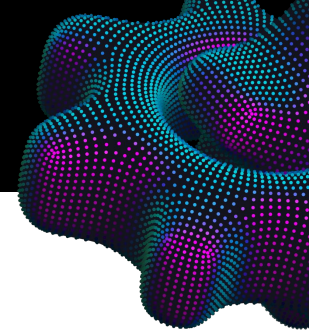


A login page for Deus & Machina. The background features large, faded letters in shades of red and grey, including "US", "BLE", "SIAS", "SYDNEY", "TOKYO", "MILAN", "LA", "25", "BALI", and "ATIONS". The page has a black header with the "Deus & Machina" logo in white script. Below the logo, it says "Supported by COGdigital". The main content is a white login form with fields for "Username or Email" and "Password", a "Remember Me" checkbox, and a blue "Log In" button. At the bottom of the form, there are links for "Register" and "Lost your password?". Below the form, there is a link that says "← Back to BIKE BUILD OFF 2016".



Case Study

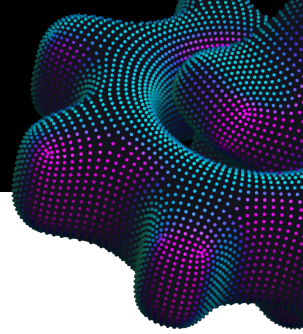
From the client



“The team at COG Branding saved our butts. The previous supplier had left a bit of a mess – all seemed doomed. COG Branding came to us from a referral within our industry. They came highly recommended and we can now simply pass on this exact sentiment to anyone needing a first class web development agency”



Eric Holm
Head of Global eCommerce
Deus Ex Machina



Wordpress 5.0

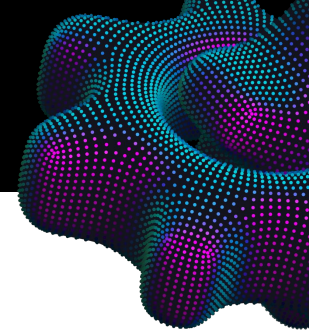
WordPress 5.0 was slated to bring the biggest change to the CMS in a long time. It's the first step in a three-stage plan to revolutionise content, templates and eventually WordPress site-building as a whole. WordPress 5.0 introduces an all-new Twenty-Nineteen theme and updates to the previous WordPress themes.

Shopify eCommerce

Shopify is a complete commerce platform that lets you start, grow, and manage a business. The subscription-based software allows anyone to set up an online store. More than a million of the world's most successful brands trust Shopify to sell, ship and process payments anywhere

LAMP Hosting

LAMP is an acronym denoting one of the most common solution stacks for many of the web's most popular applications. LAMP stands for Linux, Apache, MySQL, and PHP. Together, they provide a proven set of software for delivering high-performance web applications.



Whether you are starting your first project or have a lot of experience, one thing is for certain – there will be challenges!

All projects will encounter hurdles and toll gates that are tough to get through - here your partners are key. With strong leadership that drives astute and confident project management, any challenges will be met with gusto!

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations.

- **DELIVER SOPHISTICATED EVENT EXPERIENCE ACROSS MULTIPLE SOFTWARE PLATFORMS**
- **MAINTAIN EVENT LEGACY NUANCE.**
- **DEVELOP TO ALLOW AN INTUITIVE AND SIMPLIFIED CMS BACKEND FOR A GLOBAL CLIENT SIDE.**
- **ENABLE REGISTRATIONS AND UPLOADS FROM GLOBAL REGIONAL USERS.**

EVENT LOCATIONS

[SYDNEY](#)[MILAN](#)[VENICE](#)[TOKYO](#)[BALI](#)

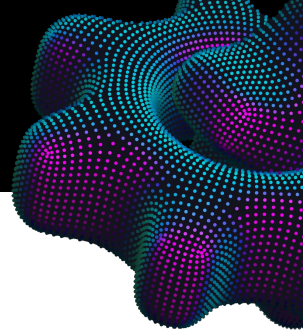
BONDI PAVILION, BONDI, NSW AUSTRALIA

As the sun set on the fourth iteration of the Boundless Enthusiasm Bike Build Off presented by BMW Motorrad in Sydney, and we sat down to re-live the day through the terabytes of captured photo and video it quickly became apparent that the event has only gotten better and better throughout the years. The sheer ingenuity, sense of humour, artistry and creativity of the 47 backyard builders that came out to put their specially built creations on display, was an absolute delight for all to see.

EVENT INFORMATION

The day began at the Bondi Pavilion with Master of Ceremonies/BMW ambassador Kate Peck and founder of Deus Ex Machina Dare Jennings getting the day started by introducing the panel of esteemed judges, the history and background of the event and the involvement of our Partners in Grime. These being BMW, who also had some of their own loudest and finest on display, the amazing unbreakable range of denim from Saint CC, some of the most interesting creations currently coming out of the MotoRetro workshops and tyres from Metzler Moto. [See all photos here.](#)

[VIEW 見](#)[VIEW 見](#)[VIEW 見](#)[VIEW 見](#)[VIEW 見](#)[VIEW 見](#)[VIEW 見](#)



COG Branding is proud to deliver the Wordpress CMS Website Design and Development for the Deus Ex Machina brand. High End Design, Large Volume User Function, Dual Technology

Deus Ex Machina engaged COG Branding with a technical website development brief to design the responsive WordPress website for the global Bike Build Off Event.

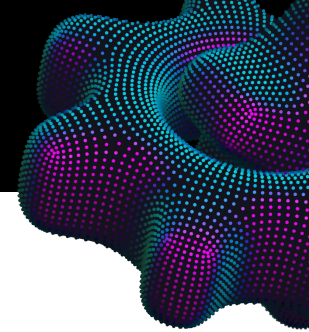
The Bike Build Off Event engages hundreds of competition entrants from around the world to upload their content that includes images and descriptions of the motorbikes they have personally built.

The Deus brand showcases key global regions of the Bike Build Off event in Sydney, Venice Los Angeles, Tokyo Japan, Bali Indonesia and Milan Italy.



Case Study

Solutions summary



High End Design, Large Volume User Function, Dual Technology

With the mobile device key to the user experience for both brand advocate and competition entrant, the project had COG Digital being mobile first in our development and design approach.

Plus, when a design powerhouse in Deus Ex Machina and Carby Tuckwell delivered you a brief, the demands and considerations to UAT increased, multiple device and browser environments drove the project through rigorous UAT.

The approach focused on simplicity to allow dynamic content from the global bike builder community to be showcased online to celebrate the amazing collaborative Bike Build Off event concept. The website technology included a Shopify eCommerce platform and a WordPress CMS content front end.

The CMS needed to be designed to allow the competition entrants to upload their material via the CMS securely and into the right geographic location. The key focus was to allow the entrants to upload their content, and then enable the judges to easily manage the content to discover the winners.



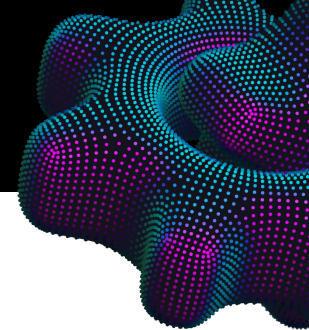
NAME: Ian Roberts

BIKE: 1950s lawn mower parts with 2 stroke engine board tracker

LOCATION: Sydney/ Australia

BEHIND THE BUILD: Visual antiquity created in the modern era by a





Go live with Project Success!

The COG Branding solution was a strategic approach to open source and proprietary website development. The responsive and secure WordPress CMS platform delivered a robust solution for an event that could handle the global community registering their entry and uploading their content, enabling the Bike Build Off event to continue being a successful event.

The content itself from the Deus Ex Machina Bike Build Off community is exceptional and unique, driving the challenge for the design to be UX considerate to the forecasted actual content itself, and to achieve user engagement from this community.

SPEED

Load times decreased from 16-20 seconds to 3-4 seconds

CRO

Ecommerce conversion rate increased by 60%

CART ABANDONMENT

Cart-to-checkout rate of progression has more than doubled

AOV

Average order value has increased by 13%

ORGANIC CONVERSION

Conversion rate from online store search is three times higher



Where We've Earned Our Experience



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your marketing ROI, you must step up and take branding seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

(02) 9523 6007

Enquiries@COGbranding.com.au



Your
all in one
for small
business
starts
here

Phone: +612 9523 6007

Email: enquiries@COGbranding.com.au

Website: www.COGbranding.com.au

8A Cronulla St, Cronulla 2230 NSW Australia