

site inspection

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Breast Cancer Care breastcancercare.org.uk

Owner Breast Cancer Care
Agency Enable

Content	24/25
Usability	20/25
Branding	17/25
Monetisation	16/25

Total **77/100**

nma
site
OF THE WEEK

Do I have breast cancer? What are my treatment options? Hard hitting and

emotional questions confront you on Breast Cancer Care's home page. The site provides frank information for those affected by breast cancer, with multiple avenues of support. I liked the 'Ask the nurse' function, which lets you receive personal advice from an expert via direct email. There are also opportunities to get in touch with peer supporters who have personal experience of breast cancer. Facing up to the information presented is no doubt difficult, so the downloadable PDFs and free printed resource packs you can order are really useful takeaways. The site stands apart from similar ones which are often also targeted at healthcare professionals and feature technical medical language and updates on research. This is a patient-focused, informative and hugely supportive site with no technical glitches. I would recommend it to anyone affected by breast cancer who wants to know more.

Celina Bublik

Other sites in this sector

- breakthrough.org.uk
- cancerhelp.org.uk



Cadbury Creme Egg cremeegg.co.uk

Owner Cadbury
Agency CMW

Content	10/25
Usability	15/25
Branding	20/25
Monetisation	15/25

Total **60/100**

I love Cadbury Creme Eggs. I love the brand, I love the ad campaigns and just a glimpse of the wrapper makes me hungry. So I was deeply disappointed by this website, which didn't live up to my expectations of the brand. It's very light on content, which is a shame for such a fun brand. It does have all the fun TV ads, although they're all on small players which makes them hard to enjoy. There are also some polls, links to Bebo and Facebook groups, and random postings from the web. You can register for a chance to win a pack of three creme eggs, but I was a bit miffed by the process, which required all my vitals (name, date of birth, address and mobile number) in exchange for maybe winning three eggs. That doesn't strike me as enough of a payoff and I wonder how easily people will give over these details. The best part of the site is the games section, particularly the Great Eggscape, which borders on being as addictive as Creme Eggs themselves. Overall the site is a letdown, more of a presence for the sake of it than a place worth visiting.

Danielle Long

Other sites in this sector

- greenandblacks.com
- lindtgoldbunny.com



On The Box onthebox.com

Owner Media Corporate
Agency The Mechanism

Content	17/25
Usability	22/25
Branding	12/25
Monetisation	8/25

Total **59/100**

Although I'm not a TV addict, I know TV listings sites are pretty similar, and On The Box follows the standard template: simple navigation, an at-a-glance listing of the main channels, with the schedules running from the current time when you view the site. There's a nice 'genre' pop-up which highlights, say, all the comedies or documentaries within your selection if you're at a loss as to what to watch. Drilling down into a programme lets you view a synopsis and cast list. The synopsis was too brief for my liking, whereas the cast list could appeal to new fans of a programme who want to know a bit more. If you're mad about TV, then signing up to the site would improve your experience by, for example, setting up SMS alerts to remind you not to miss your favourite programmes. Other features include local cinema listings and competitions, although all of them had closed when I visited, which was frustrating. I would rather use my TV remote and EPG, but overall this site is useful for planning your televisual viewing at work or if you're TV crazy.

Celina Bublik

Other sites in this sector

- radiotimes.com/tv
- tvguide.co.uk