

Award-Winning Success for a Strategic Agency Partner



Creative technology agency **whiteGREY** builds extraordinary digital experiences for some of the world's largest brands, harnessing **WP Engine's** platform and agency partnership to accelerate success.

Industry: Digital Media

Site: whitegrey.com

Challenge

Maintain agency excellence at scale, supporting a wide range of full-service client projects and platform requirements with a trusted agency partner.

Solution

WP Engine's [fully managed WordPress platform](#), including [Atlas](#) for headless WordPress, [ACF](#), [Local](#), and [Genesis](#) for rapid site development, and hands-on dedicated support via the largest [Agency Partner Program](#) in WordPress.

Results

Continued success with a growing portfolio of enterprise clients. whiteGREY works with some of the world's largest businesses and brands, harnessing WP Engine's powerful technology stack and in-house expertise to grow strong client relationships.

[whiteGREY](#) is an unlikely union of specialist practitioners who care enough about your business to have a point of view on it. A WP Engine [Strategic Agency Partner](#), whiteGREY serves leading businesses and brands such as Volvo, Scentre Group (Westfield), HSBC, Danone, Bankwest, Melbourne & Olympic Parks, Virbac, and Sheldrick Wildlife Trust. The following collection of digital projects reflects the agency's deep commitment to excellence and its ability to create the extraordinary with WordPress and WP Engine.



*"Using WP Engine's industry-leading platform, **whiteGREY** continues to build and deliver incredible digital projects with WordPress. Our design and development expertise pairs perfectly with WP Engine's unique configurations and tooling for enterprise WordPress sites."*

James Keeler

Chief Experience Officer,
whiteGREY

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Bringing more clients closer to the extraordinary

Creative technology agency whiteGREY has a simple yet powerful ethos:

Tension creates extraordinary.

It's a viewpoint that has set the agency apart since its founding, and through the introduction of diverse perspectives, whiteGREY continues to create tension and arrive at the extraordinary for a wide and impressive portfolio of brands and organizations around the world.

The Australian arm of [GREY](#), whiteGREY is also part of [WPP plc](#), the world's largest communications services group, with 114,000 people working across 100+ countries.

But even with those familiar roots, whiteGREY has made a distinctive name for itself—the [multi-award-winning outfit](#) has racked up some of the world's most prestigious creative and effectiveness awards and is regularly recognized for its innovative and transformative client projects.

The full breadth of those projects spans headless architecture and multisite networks for large enterprise brands, as well as groundbreaking

digital experiences for unique organizations doing extraordinary work themselves.

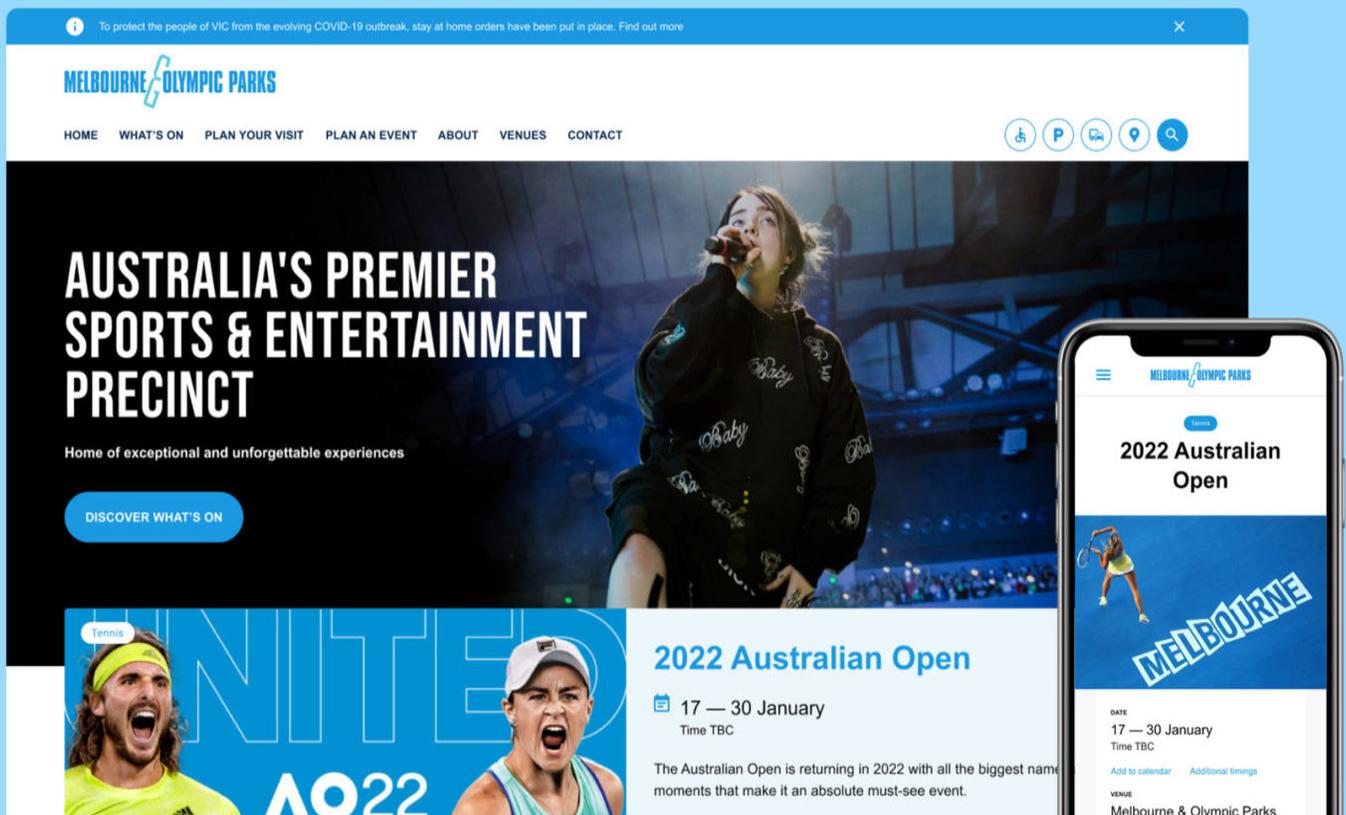
One thread that's tied many of whiteGREY's most successful digital client engagements together has been the use of [WordPress](#), and [WP Engine's fully managed WordPress platform](#), providing the agency with a secure, scalable canvas where its teams can bring client projects to life quickly.

With priority support and hands-on training, those teams can also focus on innovation and the larger user experience, creating extraordinary outcomes for individual clients instead of wasting valuable time and resources on maintenance and troubleshooting.

Here's a closer look at some of the most compelling projects whiteGREY has brought to fruition, leaning on WP Engine's platform performance, developer solutions, and unrivaled agency support along the way.

whiteGREY

*Many of whiteGREY's **most successful** digital client engagements have been built on WordPress and WP Engine's fully managed WordPress platform.*



Melbourne & Olympic Parks

Serving up a win with a fully managed multisite

whiteGREY was charged with [developing the digital presence](#) for [Melbourne & Olympic Parks \(M&OP\)](#), a precinct of sporting and event stadiums where the Australian Open is held. In addition to the international tennis tournament, the precinct hosts hundreds of other live events each year.

“We engaged whiteGREY to support us in the transformation of a new digital environment for our customers, guests, and venue hirers,” said M&OP Director of Strategy and Transformation Ben Goodwin.

To execute that vision, whiteGREY designed and built six websites (one per stadium + an overall M&OP site) within a span of five months, using a single design system and a [WordPress multisite architecture](#) that was launched and hosted on [WP Engine's fully managed WordPress platform](#).

The impact of the project was immediate and impressive, with all of the sites presenting excellent performance metrics as soon as they were launched. Additionally, the new site architecture and authoring environment made it significantly

In preparation for the 2022 Australian Open, whiteGREY designed and built six websites for Melbourne & Olympic Parks, all in a span of five months.

easier and more efficient for M&OP's internal teams to edit and manage content across the sites.

When compared to the weeks immediately leading up to the 2022 Australian Open, the new websites saw a 400% increase in traffic once the annual tennis tournament began, with high site speed and no outages throughout the event.

Additionally, compared with the 2021 tournament, the M&OP sites saw 192% more users and 199% more sessions, driven almost entirely by improved organic search performance. There was also a 5% increase in pages per session and a 12% decrease in the bounce rate. In 2023, many of those numbers jumped again, including a 228% increase in users (vs. 2022) and a 126% increase in sessions.

"This project was a major win in terms of the final product we delivered and the timeline we were able to deliver it on," said whiteGREY Chief Experience Officer, James Keeler. "Since the launch, we've been able to build out the site to include additional content and functionality, such as a greater range of search and event filters, a higher level of integration with the ticketing partner, more advanced stadium mapping, and a significantly higher level of accessibility."

"That's the beauty of building with WP Engine—our teams were able to do exactly what we needed them to do without spending any extra time on

servers, security, or other WordPress-specific maintenance tasks. For a business like M&OP, where traffic can spike suddenly as new events are announced, and where security is vital, WP Engine's hosted solution is perfect as the platform itself handles all of that."

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Ultimately, the project provided M&OP with a stellar digital home, and it's served as a prime example for other whiteGREY clients interested in larger websites with multisite implementation—i.e., a multinational corporation with a master site and separate country-specific sites, or a master brand site with associated sites for sub-brands.

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Mammoth

Protecting endangered wildlife with a world-first data intelligence tool

The iconic African elephant lives on the cusp of extinction and without the efforts of groups such as the [Sheldrick Wildlife Trust](#) (SWT), this magnificent animal would be gone.

Born from one family's passion for Kenya and its wilderness, SWT was established 45 years ago and is best known for its [Orphans' Project](#), the first and most successful elephant orphan rescue and rehabilitation program in the world.

While the organization has saved more than 300 orphaned elephants across Kenya, protecting others from the constant threat of human-wildlife conflict had become a race against time the organization feared it was losing.

Since its launch, Mammoth's impact has been felt by four groups:

SWT and the rangers who are making a bigger impact, helping SWT stay at the global vanguard of solving the human-elephant conflict.

Donors, who see their goodwill and donations helping build a platform that will help tip the balance back in the favor of the conservationists, away from extinction.

The broader Kenyan population, including the farmers who need to provide for their families and communities in a harmonious way, can be managed better.

And of course, **the elephants** who have a new ally in the race to survive.

For help finding a tech-driven solution, SWT tapped whiteGREY, whose team accompanied anti-poaching patrols in Kenya for a close-up view of the challenges they were facing.

"We quickly understood that real-time data was going to be the key element in winning the race against extinction," said whiteGREY's James Keeler.

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"Real-time data takes you from prevention to prediction. It takes you where the elephants are, where the people are, where they're going, and why."

To enable SWT anti-poaching rangers, pilots, and veterinarians to all collect data in real-time while on patrol, whiteGREY created a progressive web app (PWA) called Mammoth (given the mammoth size of terrain SWT protects), which works both online and offline as rangers patrol massive, remote areas of Kenya.

Until Mammoth was created, SWT's teams used pen and paper to record activity. Time-sensitive information was relayed by radio to an operations room, while full data sheets were manually input into a central database on a

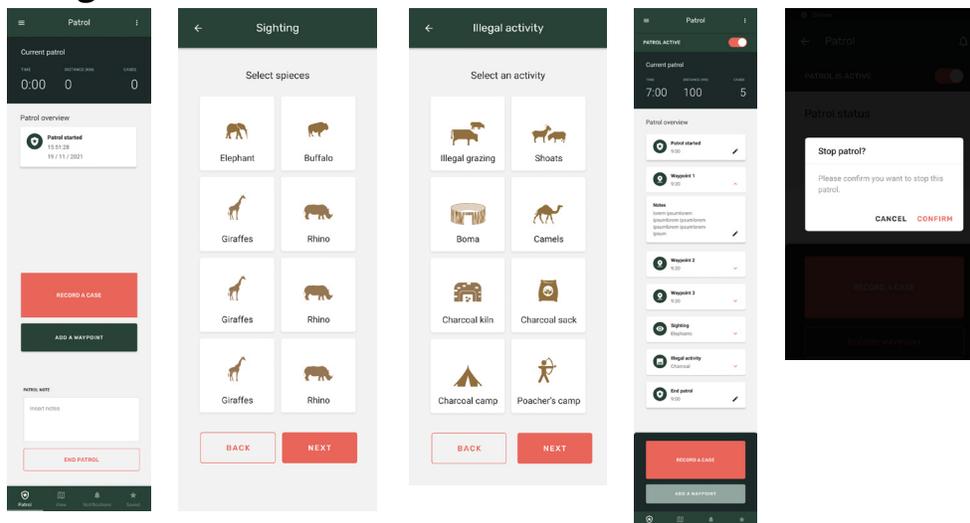
monthly basis, often rendering the data obsolete by the time it was received.

Mammoth now makes data collection easy. Users simply log an incident at a location, and then add the details, largely using drop-down menus. At the end of a patrol, teams submit all of the data they've collected, and they can also view their patrol on a map.

The app offers different interfaces based on user type (e.g. the pilots' interface has large buttons to make data entry easy while flying whereas the anti-poaching rangers' interface has far more drop-down options and data inputs).

"This project was a great example of using WP Engine in the PWA space and leveraging location services to provide an absolutely amazing organization with a game-changing outcome." added whiteGREY Chief Technology Officer Jono Casley. "We had to use a web-first solution to meet the need of storing data in both on and offline environments and getting that to work with the GPS coordinates provided some challenges. However, WP Engine's flexibility and connectedness helped facilitate what we needed to do."

Going on Patrol





Volvo Car Australia

Accelerating digital innovation with headless WordPress

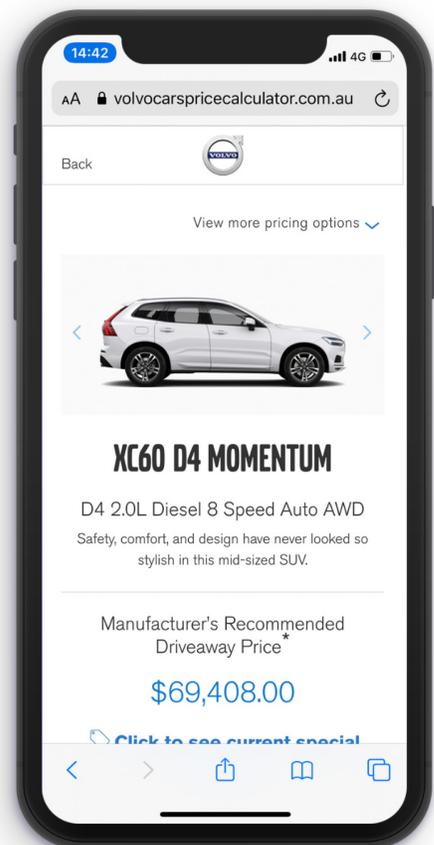
Building an accurate pricing calculator for prospective car buyers can be difficult in any market, but in Australia, a long list of regional taxes and fees for automobiles makes the process that much more challenging.

Nonetheless, when [Volvo Car Australia](#) approached whiteGREY for help creating an all-inclusive pricing tool for its website, the creative tech agency was able to steer the project in the right direction.

The challenge was multi-faceted and included compiling a trove of applicable tax data, as well as building the tool in a way that would integrate seamlessly with Volvo's global web infrastructure.

whiteGREY worked with WP Engine to build a [headless WordPress solution](#) that pulls data from Volvo's global infrastructure and from IHS Australian services via an integration, into a single new interface.

The use of location services made it simple for prospects to get the transparent pricing for each Volvo model they really needed.



Volvo Car Australia's pricing calculator, built by whiteGREY

“Working with WP Engine in the headless space was refreshing,” said whiteGREY Chief Technology Office Jono Casley. “Between our in-house React and WordPress developers and their headless engineers, we were able to create an incredible outcome at a record pace, ensuring we were able to support the needs of prospective buyers.”

While the initial focus of the project was a driveaway price calculator, whiteGREY subsequently assisted the Volvo Car Australia team with the creation of an entire Dealer Toolkit, which includes:

“This project was an excellent example of using headless architecture to go to market quickly.”

Jono Casley

Chief Technology Officer,
whiteGREY



The [drive-away pricing calculator](#) prospective car buyers can use to get a clear picture of their final purchase cost.



A [trade-in calculator](#) that provides potential customers with a transparent view of their vehicle’s trade-in value.



A [safety recall tool](#) Volvo owners can use to check the status of their vehicles and respond to a recall notice if needed.

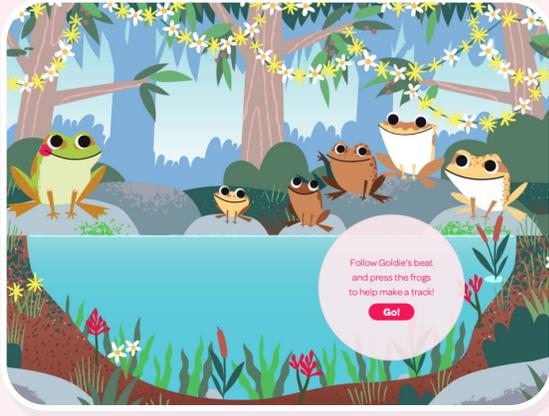


An [electric vehicle](#) order tracking tool, which recent buyers can use to track the progress of their car from production through shipping and delivery.

The tools were also integrated with Volvo’s APAC Salesforce system via multiple API endpoints. So, when a potential customer enters trade-in data, for example, it’s fed through to the dealer when they request a test drive, helping local Volvo dealerships provide better service while also maximizing their chances of making a sale.

The best part? The entire site was **launched within four months** of the initial kickoff, and it continues to deliver a competitive advantage for Volvo Car Australia as it grows.

“This project was an excellent example of using headless architecture to go to market quickly, but with WordPress serving as the backend CMS, it’s also a testament to the flexible role open source can play in a headless configuration,” said Casley.



Pond Party

Australia's greenest energy provider doubles sales with a highly personalized, interactive experience

In an effort to offset rising energy consumption, whiteGREY partnered with [Powershop](#), Australia's greenest retail energy provider, to design and build a digital experience that would educate children about the impact of their energy use on the planet.

The end result was [Pond Party](#), a highly personalized, interactive online experience that follows a Green and Golden Bell Frog named Goldie as she prepares for a Pond Party.

Readers learn about energy consumption and various species' ecosystems as they help Goldie with her party prep. However, the site goes far beyond education—the story is personalized to each individual Powershop customer through whiteGREY's innovative API connection with individual smart electricity meter data for each customer.

As customers return to the story each day, the party at the pond is more or less lively depending on how much energy their household has consumed. If you use less energy than the day before, you'll see the pond party get livelier in real time.



"This project is a great example of using creative tech to build an engaging, data-driven experience. By educating kids and families, we empower them to change their energy usage, and in doing so reduce their impact on the planet."

James Keeler

Chief Experience Officer,
whiteGREY



Pond Party uses a WordPress backend and WP Engine's fully managed platform, which delivers high performance and the scalability and security required for this type of personalized digital experience.

Pond Party contributed to **57% YoY sales growth** for Powershop, encouraging thousands of Australians to reconsider their energy usage. It reached over **2.5 million households** with user sessions **60% above target**.

An extraordinary agency partnership

The projects outlined in this series of case studies are but a sample of the rich and varied client engagements whiteGREY has created in recent years.

While the agency's deep brand and technology expertise has been lauded by clients and validated by a growing client list comprised of major brands, whiteGREY's work also continues to earn prominent recognition across a slate of sought-after creative and effectiveness awards, including its designation by the Australian Financial Review as the #1 Most Innovative Media & Marketing Company, and the #1 Most Innovative Small Business. You can view all of whiteGREY's awards [here](#).

While the extraordinary is apparent across its impressive body of digital work, whiteGREY's partnership with WP Engine has played a key role in the agency's sustained success, providing its teams with a reliable, resilient platform that powers whiteGREY's freedom to create.

"whiteGREY is the agency it is today because of our in-house talent, expertise, ambition, and passion," said whiteGREY Chief Experience Officer James Keeler. "But that talent is able to shine because of partners like WP Engine."

"From our most straightforward website builds to the most complex, WP Engine's WordPress experts, its dedicated agency success teams, and its WordPress-optimized platform that is reliable, fast, and secure, gives us the freedom to focus on the extraordinary, and the outcome has been clear for anyone to see."

OVER 70 AWARDS IN 4 YEARS OF TENSION CREATES EXTRAORDINARY

whiteGREY

2022 AFR Most Innovative Companies

No.1 Australian Agency, No.4 Media and Marketing

2021 WARC Effectiveness Awards

Top ten APAC agency

2021 WP Engine (WordPress)

No.1 Agency in Australia

2020 Fast Company Innovation by Design Awards

Best Design APAC and Sustainability

2020 WARC Effectiveness Awards

Grand Prix winner for Effective Innovation

2019 Cannes Global Creativity Report

Top ten agency in the Pacific



WARC



Spikes Asia



THE WEBBY AWARDS

mFA



campaign



SIREN AWARDS



CRESTA

AD STARS

About whiteGREY

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About WP Engine

[WP Engine](#) is the most trusted WordPress technology company, powering more than 1.5M digital experiences in 150+ countries for businesses and agencies of all sizes. WP Engine's all-in-one platform and builder tools including [Local](#), [ACF](#), and [Genesis](#) enables customers to design, build, power, and manage extraordinary [WordPress](#), [WooCommerce](#), and [headless](#) sites—all thanks to a nonstop commitment to innovation, award-winning WordPress expertise, and a set of core values that guides us every day.

Find out more about whiteGREY and the way they work with WP Engine.

[Learn More](#)

Want to learn more about our Agency Partner Program and the industry-leading benefits that set agencies like whiteGREY up for continued success?

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