Thunder and Purple DS to serve all digital channels
Case Study: NewsLifeMedia Corporate Publishing for Woolworths Australia

**Initial Position**
- Monthly Print Magazine: “InDesign first” approach
- Magazines contain many great recipes
- Production of digital edition based on Adobe DPS
- App contains issues only (Newsstand App)

**Goal**
- Recipe Database supporting Web and App
- Re-use recipes in multiple channels and specials
- Make recipes interactive and nice to read on every device
- Interface to Woolworths Store - users buy necessary ingredients
High-Level Workflow: From InDesign to structured content managed in Thunder
Thunder as Content Hub ("Recipe Management System") for all digital Channels

**Why Thunder?**

- Customizable Content Types – very easy to create a recipe Content Type
- Everything it needs to manage recipe channels (search, publish, ...)
- Extendable architecture – sprylab Purple DS module to import and export XML in any Thunder Content Type
Workflow to transfer recipes from InDesign into Thunder using the Purple DS Templating Client

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**Recipes**

**Purple DS Templating Client**

**Thunder**

**Add Non-Print Recipes**
Workflow to get recipes from InDesign into Thunder using the Purple DS Templating Client.
Thunder allows Woolworths to re-use recipes in multiple channels and specials on all platforms.
Edit Recipe Article Roast Vegetable Frittata

TITLE
Roast Vegetable Frittata

Channel
- Healthy
- In Season
- Inbox

Feedhead Badge Color

Theme Color
#0099be

Recipe Tags
- 30 Minutes
- Gluten Free
- Low Fat
- Low Glycemic Impact
- Vegetarian

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How could the future look like?
“Thunder first” - process for Content Creation
Do you want to know more?
Christian Glanzmann: Thunder as a Content Hub (16:45)