



GoodyCo | Redefining Digital Presence Through Strategic Transformation

A comprehensive case study exploring how Centric transformed GoodyCo's digital identity, creating a sophisticated brand presence that authentically represents their position as a leading food and consumer goods company across the Middle East.

About GoodyCo

GoodyCo is a distinguished food and consumer goods company headquartered in Saudi Arabia, dedicated to quality, innovation, and diverse food products. Since its inception, the company has established itself as a trusted name across the Middle East, delivering high-quality food products that meet every household's pantry needs.

Their unwavering commitment to excellence has solidified their position as a market leader, both locally and globally. GoodyCo's reputation is built on consistently delivering products that combine traditional flavours with modern innovation, making them a household favourite throughout the region.

Talk To Our Expert Now!



Trusted quality in every home across the Middle East

The Challenge

Brand Identity Alignment

Centric needed to completely reimagine GoodyCo's digital presence, aligning the website with updated brand guidelines including new logos, colours, and core values whilst ensuring authenticity.

Balancing Content and Engagement

The challenge was presenting brand pillars (Purpose, Product, People, Process) without overwhelming users, avoiding an e-commerce approach whilst effectively showcasing company culture and values.

Technical Implementation

Developing a bilingual website accommodating English and Arabic with seamless LTR and RTL format adaptability, maintaining consistency in product naming and imagery throughout.

[View Our Portfolio!](#)

Strategic Approach

Centric's approach centred on understanding GoodyCo's unique position in the market and translating their brand essence into a digital experience that would resonate with their diverse audience across the Middle East.

"The goal was not just to create a website, but to craft a digital home that authentically represents GoodyCo's heritage, values, and vision for the future."

PimCore Integration Excellence



Customisation and Flexibility

Utilised PimCore's high customisation capabilities to align with GoodyCo's new brand identity, integrating DAM for digital assets and PIMS for centralised product information management.



Strategic UI/UX Design

Developed a balanced strategy incorporating new branding elements and implemented SEO-focused content to boost visibility whilst maintaining authentic brand messaging.



Cultural Showcase

Created dedicated sections for company culture and values, supported by professional on-site employee photoshoots and integrated live news updates.

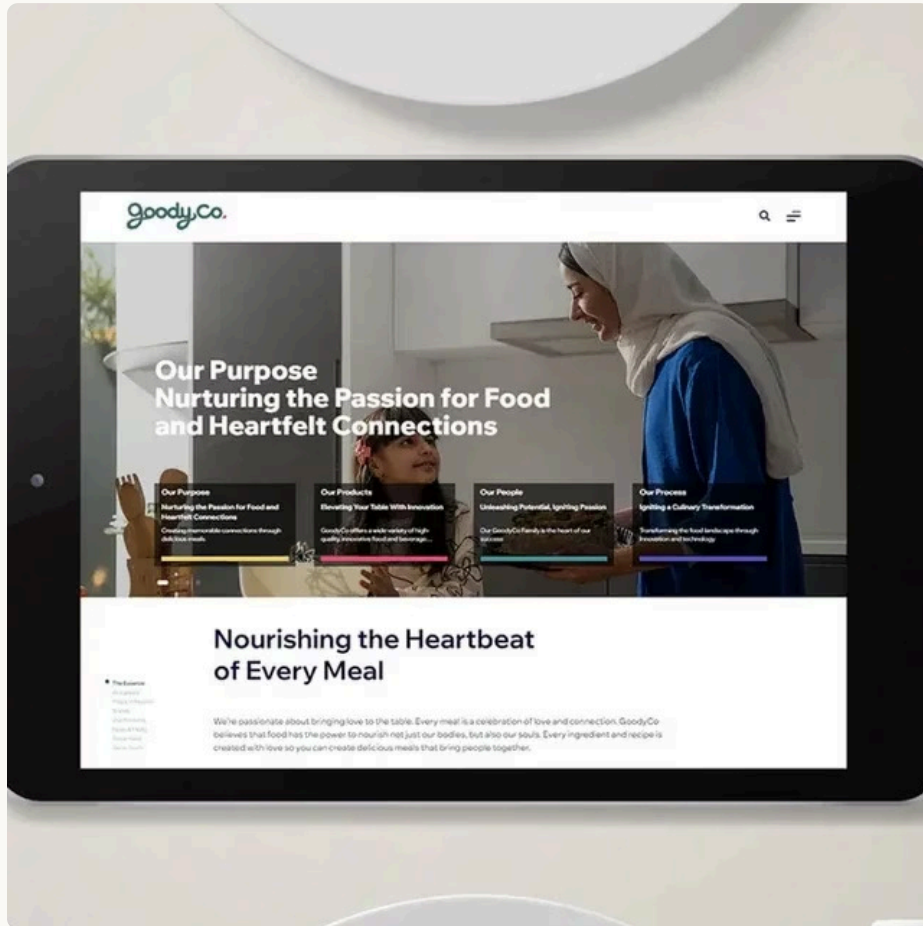


Multilingual Accessibility

Enabled full bilingual support ensuring consistency across LTR and RTL formats, localising content for clarity and brand integrity in both languages.

[Explore Our Web Design & Development Services!](#)

Design Philosophy



Beyond E-commerce

- The design philosophy centred on creating a corporate presence rather than a transactional platform. Every element was carefully crafted to tell GoodyCo's story, from their rich heritage to their innovative future.
- The interface seamlessly transitions between English and Arabic, respecting cultural nuances whilst maintaining a cohesive brand experience. This approach ensures that users feel connected to GoodyCo's authentic brand narrative.

[Explore Our Design Services!](#)

Key Features Implementation



Brand Pillar Presentation

Designed intuitive sections showcasing Purpose, Product, People, and Process pillars through compelling visual storytelling and engaging content architecture that guides users naturally through GoodyCo's brand narrative.



Authentic Culture Display

Integrated professional employee photoshoots and behind-the-scenes content to authentically communicate company culture, creating genuine connections with visitors and showcasing the people behind the brand.



Real-time Engagement

Implemented live social media feeds and news updates to maintain dynamic content freshness, ensuring the website remains current and engaging for returning visitors.

[Contact Us Now!](#)

Explore Our Services!

Remarkable Results



Increase in Direct Traffic

Significant growth in users directly accessing the website, demonstrating improved brand recognition and recall.



Organic Traffic Growth

Substantial increase in search-driven traffic, reflecting enhanced SEO performance and content discoverability.

[View Our Work!](#)



Driving Digital Transformation for GoodyCo with CENTRIC

Inspired by our impactful collaboration with GoodyCo, Centric excels at building compelling digital experiences that resonate. We helped GoodyCo transform its digital presence, crafting a sophisticated brand identity for the leading Middle Eastern food company. Our work included bilingual website development, precise brand positioning, and ensuring cultural authenticity, empowering GoodyCo to enhance audience engagement, elevate brand presence, and achieve measurable impact in its market. Our expertise in brand strategy, platform development, and digital marketing empowers businesses to enhance audience engagement, elevate brand presence, and achieve measurable impact in their respective markets.

Ready to revolutionize your brand's digital solutions?

[Learn More About Centric](#)

Contact Us:

Email: hello@centricdxb.com

Phone: [+971 4 4487 321](tel:+97144487321)

Location: 1801 Main St, Suite 1300, Houston, TX 77002

