CENTRIC

Rainbow Milk Digital Transformation

Friesland Campina's Rainbow Milk brand embarked on a comprehensive digital transformation journey to strengthen customer relationships and showcase their legacy of creating magical family moments. This case study explores how innovative UX strategy and robust development created a platform that celebrates the small joys in life whilst driving meaningful engagement across the region.

The Strategic Challenge

Brand Legacy Preservation

Maintaining Rainbow's association with life's small joys whilst transitioning to digital spaces required careful brand identity protection and intuitive user experience design.

Digital Product Catalogue

Creating a comprehensive digital showcase of Rainbow's entire product range with integrated e-commerce capabilities to serve regional customers effectively.

Recipe Innovation Platform

Developing a unique recipe publishing system featuring Rainbow products for special occasions, encouraging user-generated content and community engagement.

The primary objective centred on creating fruitful engagement that would strengthen Rainbow's long-term customer relationships whilst establishing a robust digital presence across the region. The platform needed to serve as both a product showcase and a community hub for culinary creativity.

Talk To Our Expert Now!

Our Strategic Solution

UX Strategy Development

Comprehensive stakeholder requirement gathering formed the foundation for creating a digital guide that would serve the brand effectively across regional markets.

Robust Platform Development

Built on Pimcore CMS with integrated Digital Asset Management (DAM) capabilities, centralising all media assets for superior product management and scalability.

Interactive Recipe Experience

Innovative step-by-step video guidance system showcasing Rainbow products within each recipe, demonstrating versatile applications and promoting brand integration naturally.

Community Engagement Hub

User-generated content platform with loyalty point rewards system encouraging recipe submissions and fostering deeper customer relationships through meaningful interactions.

Explore Our Design Services!

Exceptional Results Delivered

Creating Memorable Moments

The platform successfully enabled Rainbow Milk to engage meaningfully with customers whilst creating substantial awareness among target audiences. The brand established a strong digital presence across the region, demonstrating product versatility in diverse culinary scenarios.

Through innovative recipe showcasing and community-driven content creation, Rainbow Milk strengthened its positioning as a brand that celebrates life's precious moments. The platform's intuitive interface and seamless navigation delivered exceptional user experiences that translated into measurable business outcomes.

7K+

Recipe Downloads

Demonstrating strong user engagement with branded content

1M+

Organic Sessions

Exceptional reach and sustained platform traffic growth

25K+

Clicks to Buy

Direct conversion impact driving tangible business results

View Our Portfolio!

Partnership Excellence

Website UI/UX Strategy

Comprehensive user experience strategy development, ensuring intuitive navigation and engaging interface design that reflects Rainbow Milk's brand values whilst driving meaningful customer interactions.

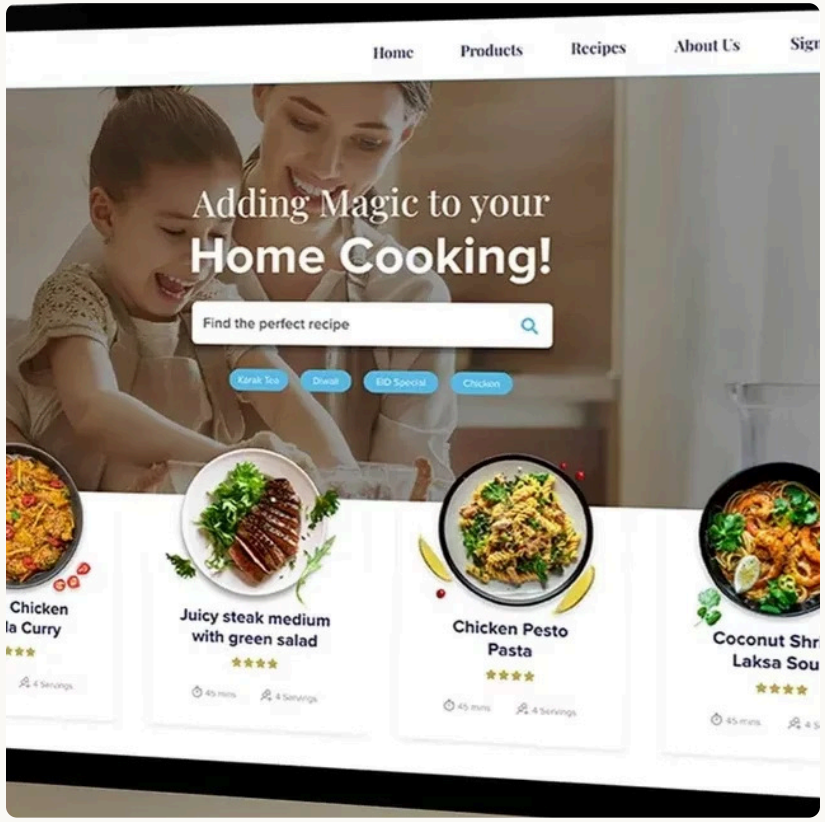
Development Excellence

Robust platform development using Pimcore CMS with integrated Digital Asset Management, delivering scalable solutions that support long-term business growth and operational efficiency.

DevOps Solutions

Comprehensive DevOps implementation ensuring reliable platform performance, seamless deployment processes, and optimal infrastructure management for sustained digital success.

Explore Our Web Design & Development Services!



This transformation demonstrates how strategic digital innovation can preserve brand heritage whilst driving measurable growth. Rainbow Milk now stands as a digital-first brand that celebrates magical family moments across every touchpoint.

Connect with Us!

Ready to transform your organisation? Discover how Centric can revolutionise your digital landscape with bespoke solutions that drive measurable business outcomes.

Visit Our Website

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