

Total Energies: Fueling Digital Engagement in the Middle East

A case study in delivering exceptional web design and development for the energy sector, combining global brand standards with local market needs.



Project Overview



The Challenge

Create a bilingual website for Total Middle East that complies with global brand guidelines, built on Oracle FatWire CMS, delivered in a record timeline while addressing the complex needs of the oil and gas sector.



The Approach

Implement Centric's proven 6D methodology, handling UI/UX design, copy writing, and development in a 12-week agile sprint, with expert knowledge of oil and gas marketing requirements.



The Outcome

A best-in-class B2C platform tailored to the Middle East market, fully bilingual and brand-compliant, setting a regional benchmark for digital engagement in the energy sector.

[Get Started Now!](#)

The Challenge: Complexity at Every Turn

Total Middle East's digital presence faced three major hurdles that required specialised expertise to overcome:

Brand Compliance

Strict adherence to Total's global brand guidelines whilst maintaining regional relevance.

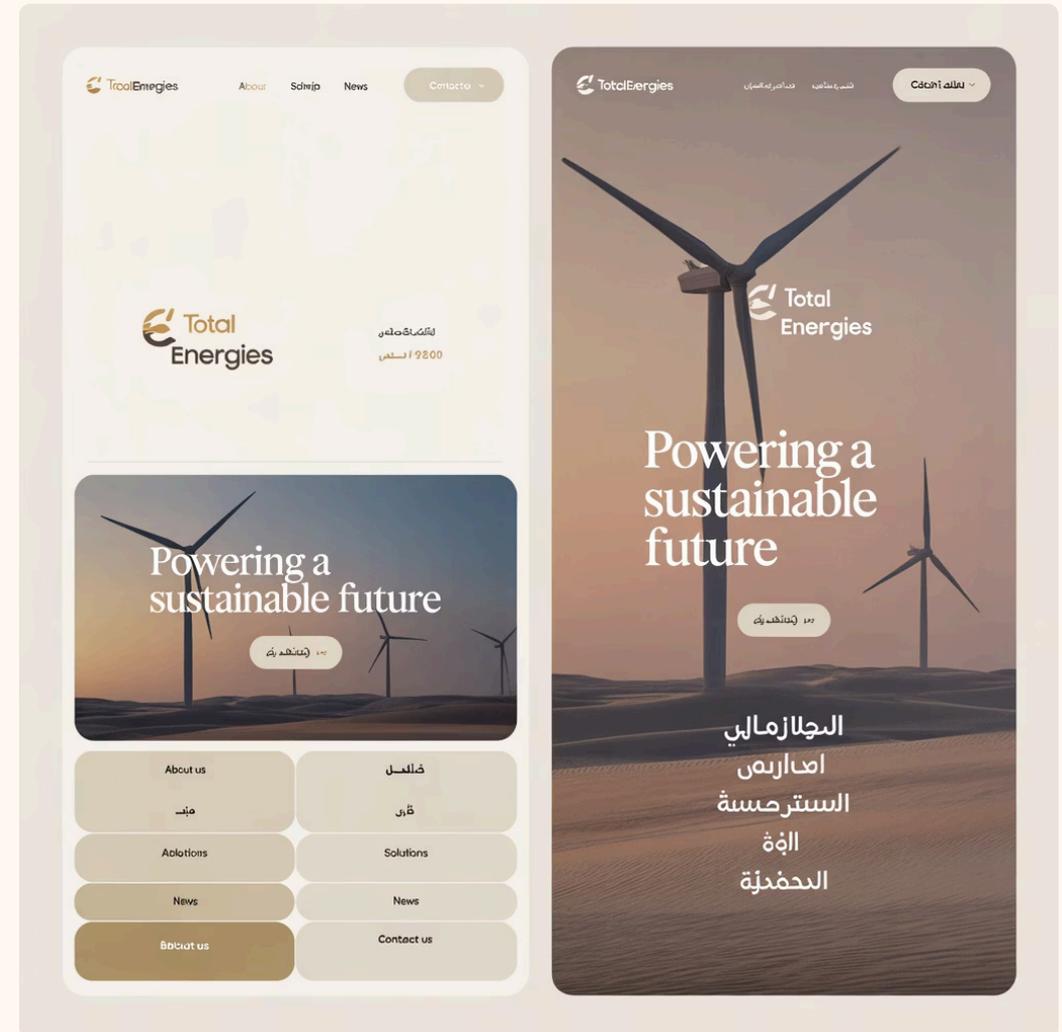
Enterprise CMS

Implementation on Oracle FatWire (WebCenter Sites), a complex enterprise content management system.

Bilingual Experience

Full English/Arabic functionality requiring true transcreation, not mere translation.

[Learn More About CentricDXB!](#)



The project required balancing global brand standards with localised content across multiple platforms and languages.

Content Complexity

Beyond technical challenges, the website needed to effectively communicate across multiple content domains whilst maintaining brand consistency and user engagement:

Automotive & Specialty Lubricants

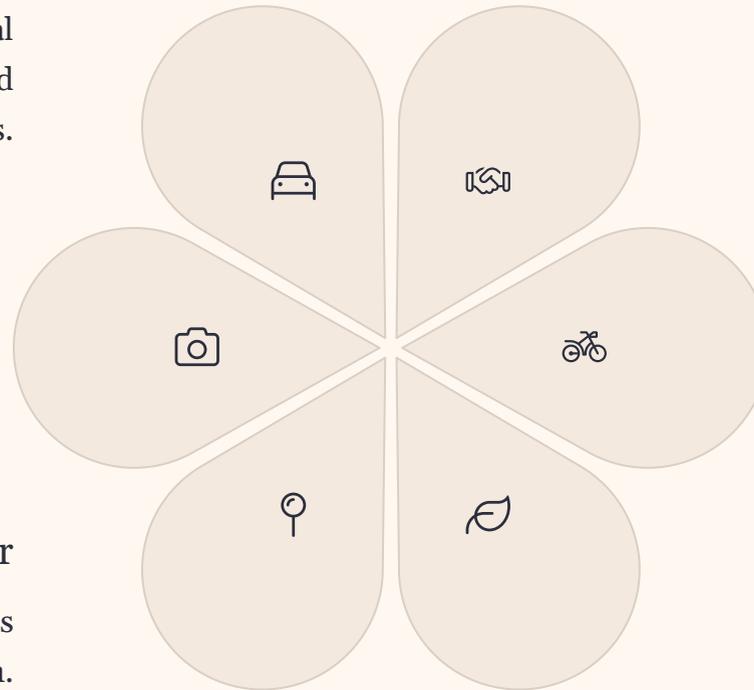
Detailed product information with technical specifications and benefits for both consumer and industrial applications.

Media Gallery

Rich collection of photos and videos requiring optimised delivery across different connection speeds.

Service Centre Locator

Interactive tool for finding oil change networks and service stations across the region.



Corporate Campaigns & CSR

Highlighting Total's community engagement and corporate responsibility initiatives across the Middle East.

Motorsports Sponsorships

Engaging content featuring Total's Formula 1 partnerships and regional racing events.

Sustainable Development

Showcasing Total's commitment to environmental initiatives and future energy solutions.

[Explore Our Content Creation Services!](#)

The 6D Approach: Our Methodology



Discover

Understanding Total's brand requirements and regional market needs through stakeholder interviews and competitive analysis.



Define

Creating detailed specifications for functionality, content structure, and technical implementation plan.



Design

Developing UI/UX that balances global brand standards with Middle Eastern cultural nuances.



Develop

Building on Oracle FatWire with optimised templates for bilingual content and performance.



Deploy

Launching with rigorous testing across devices, browsers and languages.



Deliver

Providing ongoing support and analytics to ensure continued success post-launch.

[Talk to an Expert Now!](#)

Design & Development Excellence



UI/UX Design

Our design approach focused on creating a clean, modular interface that would work seamlessly across both English and Arabic layouts. We developed:

- Responsive layouts optimised for desktop, tablet and mobile
- Intuitive navigation patterns for diverse user journeys
- Visual systems that respect Total's global brand whilst resonating with regional audiences



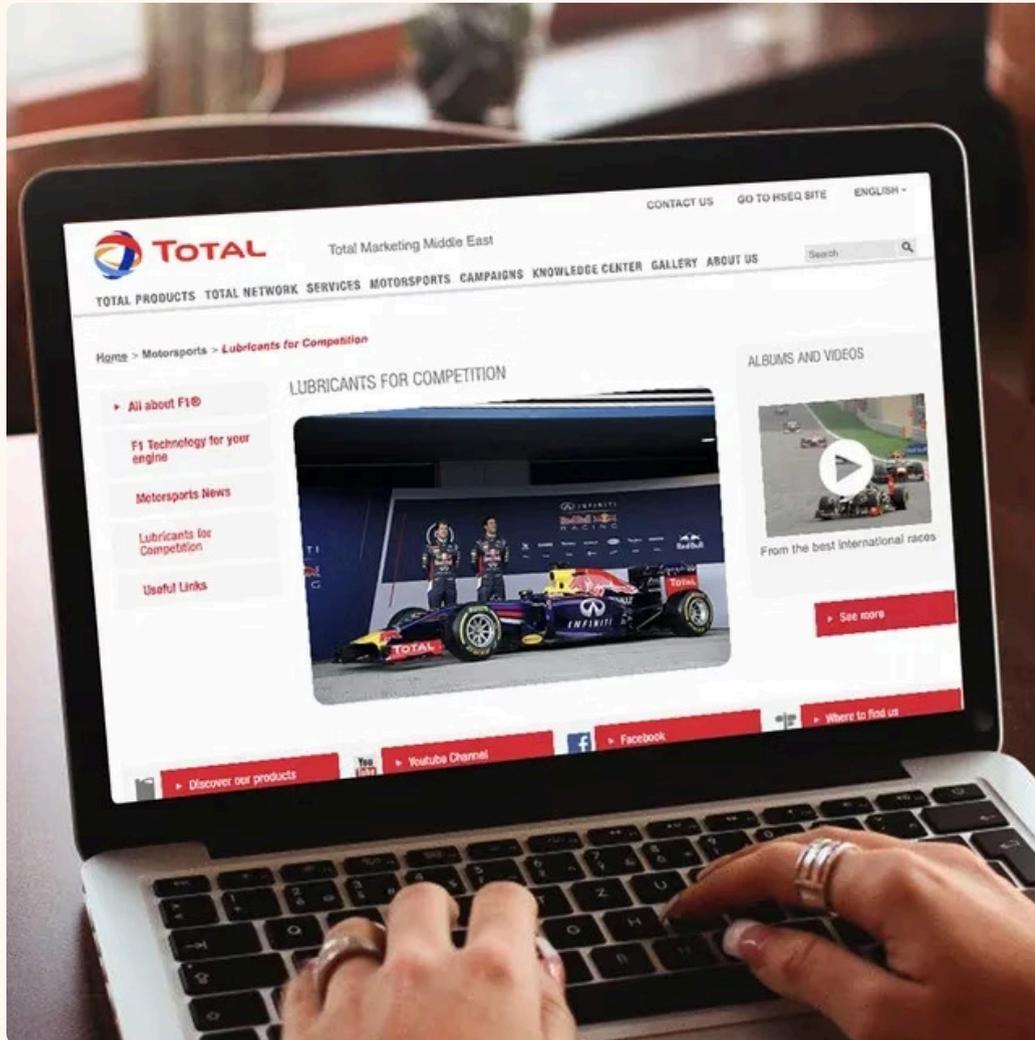
Technical Implementation

Building on Oracle FatWire required specialised expertise:

- Custom WebCenter Sites templates for dynamic, multilingual content
- Advanced caching strategies to optimise performance
- Asset delivery optimisation for rich media content
- Integration of interactive tools like the service centre locator

[Explore Our Website Design And Development Services!](#)

Content Strategy & Localisation



Beyond Translation

Our content approach went far beyond simple translation to deliver true transcreation:

Cultural Resonance

Content adapted to reflect Middle Eastern cultural values and communication styles.

Technical Precision

Specialised oil and gas terminology maintained across languages with perfect accuracy.

Regional Relevance

Content tailored to highlight Total's regional initiatives and partnerships most meaningful to local audiences.

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Key Achievements



Weeks to Launch

Delivered complete website from concept to launch in just 12 weeks, meeting aggressive timeline requirements.



Languages

Fully functional in both English and Arabic with seamless language switching throughout the experience.



Content Sections

Comprehensive content strategy covering products, corporate initiatives, motorsports, sustainability, service locations and media.



Brand Compliance

Perfect adherence to Total's global brand guidelines whilst maintaining regional relevance and cultural sensitivity.

Let's collaborate!

Project Outcomes & Impact

Regional Benchmark

The Total Middle East website became a benchmark for how global oil and gas companies can engage diverse regional audiences.

Motorsports Engagement

Created an immersive experience for motorsports fans through engaging Formula 1 content.

Sustainability & CSR

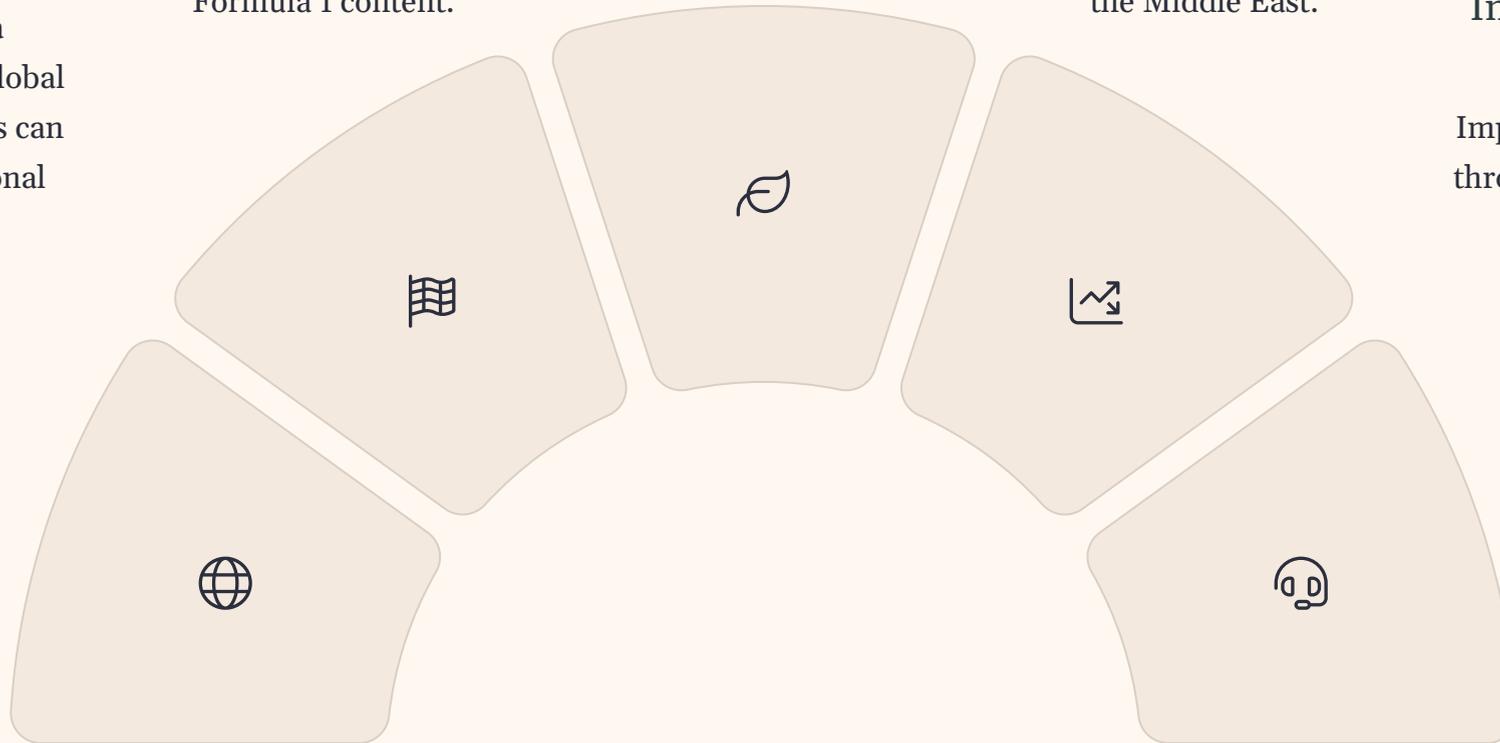
Effectively highlighted Total's commitment to sustainability and community engagement.

Enhanced Leadership

Strengthened Total's position as a forward-thinking energy leader in the Middle East.

Improved Customer Service

Improved customer service through an intuitive service centre locator.



[View Our Work!](#)

Why Centric DXB for Oil & Gas Digital Marketing



Industry Expertise

Deep understanding of the oil and gas sector's unique challenges and opportunities, with proven experience serving major energy clients.



Technical Mastery

Specialist capability in complex enterprise CMS platforms like Oracle WebCenter Sites, ensuring robust, scalable implementations.



Regional Knowledge

Unparalleled understanding of Middle Eastern markets, including cultural nuances, bilingual requirements, and local digital behaviours.



End-to-End Service

Comprehensive capabilities spanning strategy, UI/UX design, copywriting, development, and ongoing optimisation for measurable results.

Partner with Centric DXB to transform your oil and gas digital presence with our proven 6D approach delivering fast, effective solutions that drive lasting engagement and business results.

[Explore Our Digital Transformation Services!](#)

Partner With CENTRIC

Centric helps energy sector companies build powerful digital identities that drive business growth and stakeholder confidence.

Ready to transform your digital presence and drive lasting engagement? Contact us today to learn how Centric can empower your success.

[Visit Our Website](#)

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