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PINKERTONS of ARMAGH

THE COMPANY OVERVIEW

Pinkerton's of Armagh, one of Northern Ireland's premiere meat production companies, produce prime Irish meat FMCG products for customers in the retail, catering and hotel industries throughout Northern Ireland.

THE BRIEF

Pinkerton's had an existing website but in the five years since it was produced the company had expanded considerably and needed a new modern fresh website showcasing their high quality meat products and the different trade services which they supply throughout Ireland.

THE SOLUTION

Digita developed a portal style homepage for Pinkerton's new website with the four key areas that most consumers and trade would want to access easily. High-end photography was commissioned and used throughout the website with the relevant areas showing both the pack design and the best style of cooking each product. A rotating carousel was used at the top of the screen to give easy access to the numerous products that Pinkerton's supply.

The site had to cater to two distinct market sectors – the consumer and trade - and the site reflected this with a design that was seamless but easily navigated by these two key adopters to the different relevant areas. Carefully designed to reflect the different relevant information, the consumer side was bright and comprehensively populated with mouth-watering and aspirational photography while the trade was more information driven. A stunning website for a growing dynamic company.

THE DIGITA INSIGHT

Many clients have customers that are poles apart and it is important when designing a website that the design and the coding reflects the core market differentiation. Being able to drive your customer to the right area quickly and easily is the key to creating a successful website. Visit www.digita.agency to find more of our case studies.