



WELLBRED

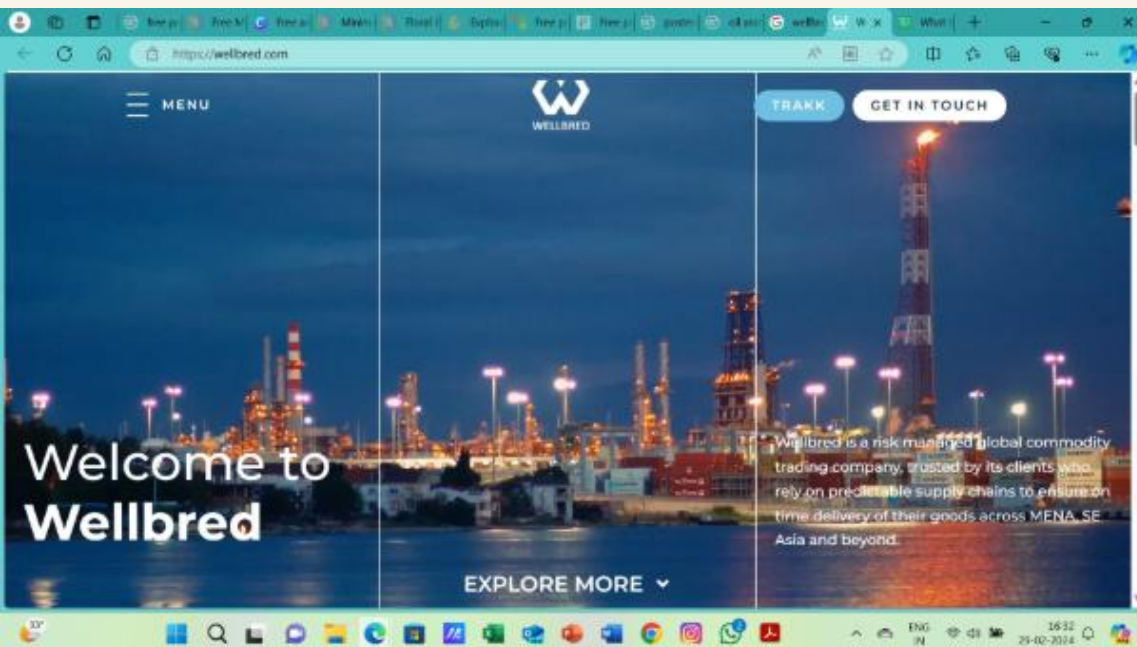
Bridging Gaps in Digital Presence

*A transformative **website redesign** case study showcasing how strategic digital innovation elevated a global energy trader's online presence and brand perception.*



Context

*Wellbred Trading is a **global oil and gas commodity trader** with an established presence across Asia and Europe. The rapidly expanding company has been strategically diversifying its portfolio, by foraying into the **renewable energy trading** sector through important acquisitions.*



However, their existing website failed to reflect this evolution.

It didn't capture the company's dynamic growth trajectory or effectively introduce Wellbred to potential partners, clients, and stakeholders worldwide.

*Hence, **an immediate need to redesign the website** to align their digital presence with their expanding ambitions and position in the global energy market.*

What We Did



Competitive Benchmarking

Comprehensive analysis of Wellbred's website and competitors for geographic footprint and brand perception points.



Strategic Assessment

Gap identification in digital positioning to spot opportunities to competitively differentiate Wellbred.



Insight Development

Derived actionable design principles to elevate the brand's digital presence and credibility.

COMPETITOR OVERVIEW

Engagement							
Metric	wellbred.com	trafigura.com	glencore.com	mercurea.com	qunvsgroup.com	vitol.com	wellfort.com
Monthly visits	< 5,000	93,648	79,092	11,188	25,358	57,740	< 5,000
Monthly unique visitors	< 5,000	19,384	43,869	5,690	N/A	N/A	N/A
Visits / Unique visitors	3.00	4.83	1.80	1.97	N/A	N/A	N/A
Visit duration	00:00:23	00:06:37	00:02:49	00:03:36	00:01:17	00:02:04	00:06:01
Pages per visit	1.72	4.09	2.88	17.65	2.19	3.36	2.53
Bounce rate	28.48%	40.87%	51.39%	42.64%	40.87%	30.08%	50.3%
Page Views	< 5,000	382,842	228,057	197,530	55,625	194,057	< 5,000

Date Range: Last 3 months

Source: Similarweb

SUMMING UP THE WEBSITE STUDY

GLENCORE	TRAFIGURA	MERCURIA	VITOL	WELLBRED
Wants to be seen as 'an MNC' Information focused on being corporate with a business-like tonality No attempt at brand-building However, claim to 'advance everyday life'	Building a dynamic brand with a new logo and colour palette Information intended to tell the brand story in a simple and lucid manner Warm and vibrant design supporting the brand claim of 'enabling the making of a better world'	Brand that takes pride in its unique status of 'independent energy group' Ordered information flow leading down from claim to details Customised design and colour palette inspired by the brand logo	Large leading company, but no evident brand-building attempts Scale and stature are the key pillars of Vitol's story Information flow and website design is ordered by product buckets, using simple and lucid language	Focus on trading, and not much beyond Caters to a specialist audience who already know this business Does not attempt to simplify or appeal to the lay audience – through language or design

Strategic Sitemap Redesign

Competitive analysis revealed that Wellbred needed a *contemporary look and cohesive image* as a forward-thinking organization.
So, we architected a *new sitemap* for a *cleaner, simpler, and more intuitive website* for visitors.

Existing Sitemap

Home	Explore	Risk Management	Global Presence	Regulations & Compliance	Social Responsibilities	Careers	Trakk	Contact
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Suggested New Sitemap

01	02	03
Home	Company	Business
<i>Dynamic entry point with brand story video</i>	<i>About, Leadership, and Regional Presence</i>	<i>Capabilities, Portfolio, and Core Expertise</i>
04	05	06
Energy Transition	News	Careers
<i>Renewable energy initiatives and commitment</i>	<i>Latest updates and industry insights</i>	<i>Opportunities to join the team</i>
07		
Contact		
<i>Easy connection pathways</i>		

Design & Content Creation

The Breakthrough Concept

Our core idea: Impress website visitors immediately upon arrival.

*We wanted to position Wellbred as a **young, dynamic energy trading company** led by experienced industry veterans. The solution? Begin with a compelling brand story right on the homepage.*

Innovative Video Content

We created a distinctive video covering key USPs in a simple, lucid, and engaging manner—uniquely housed within the brand's logo shape itself.

A Design Breakthrough

This integration of storytelling and brand identity became the signature element that set Wellbred apart from competitors, establishing instant credibility and memorability.

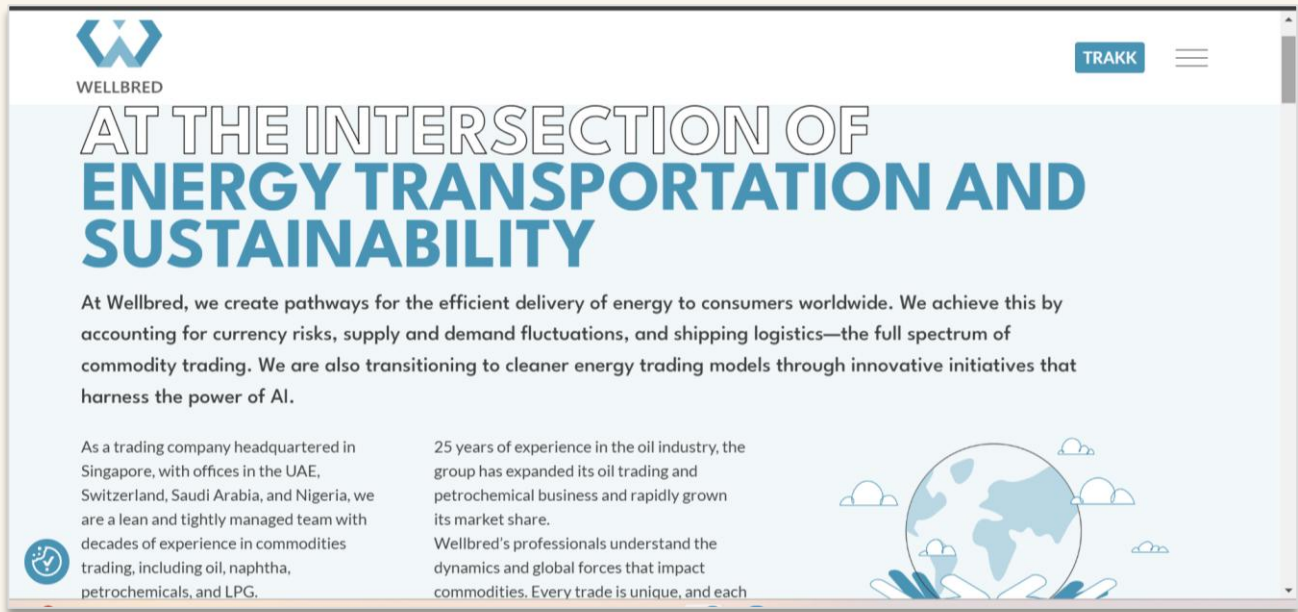


Source: <https://wellbred.com/>



Design & Development Execution

Following the homepage innovation, we extended the design system across all pages, maintaining consistency with Wellbred's brand colors and developing fresh content in close collaboration with the client team.



Brand-Aligned Design
Every page reflected Wellbred's visual identity

Content Collaboration
Worked closely with stakeholders to craft messaging

WordPress Development
Built on a flexible, scalable platform

News Integration
Dynamic news section for ongoing updates

Results



Contemporary & Intuitive

Praised for its modern aesthetic, clear navigation, and user-friendly experience

100%

Senior Management Approval

The new website design received enthusiastic approval from Wellbred's leadership team



Responsive Excellence

Mobile design particularly well-received for seamless cross-device experience

Excellent Client & Stakeholder Feedback

The redesigned website earned positive recognition not only internally but also from [clients](#), [partners](#), and [industry contacts](#), successfully elevating Wellbred's digital brand presence in the competitive global energy market.

A successful story by

