

**Company:** Gricreative

**Company Description:** Gricreative is an integrated service agency based in Istanbul that designs the interaction between brands and people. Since it was established in 2003, it has carried out over 1,000 projects with more than 70 employees, for over 200 brands.

**Nomination Category:** Website Categories

**Nomination Sub Category:** Industry - Food & Beverage

**Nomination Title:** Tamek Web Site

1. When was this site or blog first published?

February 2025

2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

**Total 190 words used.**

From tomato paste to jams, fruit juices to pickles, and from ready-made meals to ketchup and mayonnaise, Tamek has been a part of our daily lives with its extensive product range. The brand's new website reimagines its modern identity, delivering a user-centric experience that meets all customer needs.

#### **Strategic Positioning & User-Focused Design**

Built around Tamek's brand positioning—"The Expert in Fruit" for beverages and "With Tamek, Flavor Has No Season" for food—the website highlights:

Hero products showcasing Tamek's signature flavors,  
"Trust in Tamek" section emphasizing product quality and nutritional values,  
Exclusive recipe videos offering users creative and practical culinary inspiration.

#### **Data-Driven Navigation & User Experience**

Through user behavior analytics, we designed an intuitive navigation system, ensuring seamless access to product categories, features, and essential information.

#### **Modern UX Principles & Technical Infrastructure**

Following contemporary UX design principles, we enriched content with nutrition and flavor-themed visuals, Created a clean, aesthetic, and user-friendly interface that strengthens brand values digitally, Enhanced technical infrastructure for optimal performance, accessibility, and SEO compliance.

#### **Outcome:**

We merged Tamek's heritage with a cutting-edge digital experience, crafting a platform that answers users' quest for taste and trust—interactive, sustainable, and industry-leading.

3. List the appropriate creative and production credits for this entry:

#### **Attachments/Videos/Links:**

[Tamek Web Site](#)



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