

## GOODPACK PTD. LTD.

Branding | Communications

Website: [www.goodpack.com](http://www.goodpack.com)  
Business: Logistics, Packaging, International Shipping  
Products: Intermediate Bulk Containers, Supply Chain Solutions

Challenge: A global, Singaporean-based company was not gaining the traction required to transform their website into a platform to communicate the vast changes in the company's mission and brand position.

Initial Project:  
Brought in to build an interactive website that the corporation as well as vertical business units could use to communicate targeted messages across global supply chains.

Subsequent Projects:  
After the successful launch of the website, many design, technical writing and coordination projects followed. Including corporate overview collateral, internal communications documents, display graphics, case studies and customer experience training modules.

Current Relationship:  
Ryan-Jones continues to support Goodpack's marketing team with at least six projects in the funnel for 2019 including: website expansion, social marketing programs, and sales messaging.



LESTER TYRA  
PRESIDENT, AMERICAS  
SR. VP, SALES OPS &  
MARKETING



"We appreciate how Eleanor and her team have engaged and listened to our company's needs. They took time to learn our business model while developing and designing our website. Their dedication to research shortens the time it takes to launch marketing materials. We appreciate their professionalism in managing our website and the value they have added to our company rebranding. We can count on Eleanor and the team to provide insightful guidance on various marketing projects."

