

bynder x THON

Thon Group rolls out a major rebrand of 80 shopping centers with Bynder

“Our old DAM system was a bit like a hot potato. No one really wanted to use it. But with Bynder, people are constantly tapping my shoulder, asking to work with it.”

— Madeleine Gedde Kjällgren, IT Delivery Lead & Bynder Platform Owner, Thon Group

Background

Thon Group is one of Norway's largest private business groups, operating 80 shopping centers in Norway and Sweden, and ~90 hotels across Europe. **In 2025, Thon Group underwent a major rebrand** to unify its diverse portfolio under a single brand identity, deploying Bynder as the group's scalable system of record.

Challenge

Thon Group's previous DAM was unintuitive and supported a limited set of asset formats, leading employees to use Dropbox and personal hard drives instead. Requests for new content were often one-off and reactive, too, making it difficult to maintain brand consistency and create content at scale as the rebrand got underway.

Solution

Bynder has empowered a radical shift away from siloed, ad hoc working, enabling teams to self-serve approved, channel-ready assets and guidelines in one place. This was essential to a successful rebrand of its shopping center network. As Madeleine mentions, this undertaking ***"wouldn't have been possible without Bynder."***

CX Omnichannel transforms, optimizes, and delivers assets to the right channel and audience automatically across 500+ domains, from owned websites and newsletters to partner pages.

Impact

- **970+** users and **163,000+** assets now live in one governed system of record
- **397M+** assets served via CX Omnichannel to **500+** domains within 6 months
- **~80** shopping centers rebranded successfully with Bynder as the operational backbone
- On-brand and optimized content experiences distributed at scale across every part of the business

Read the full story