

A photograph of two women sitting on a black gym bench, laughing heartily. The woman on the left is wearing a light green hijab and a matching long-sleeved top. The woman on the right is wearing a teal tank top and leggings, with a yellow towel draped over her shoulders. They are in a gym setting with various exercise equipment visible in the background.

 bynder x **BASIC-FIT**

How Basic-Fit streamlines
content creation and
localization with Bynder

BYNDER X BASIC-FIT

With 3.75 million+ members and 1,400+ clubs, Basic-Fit is the European market leader in the value-for-money fitness market. The company is active in some of Europe's most attractive markets: the Netherlands, Belgium, Luxembourg, France, Germany and Spain.

With over 8.000 employees, Basic-Fit operates a straightforward membership model, offering uncomplicated, essential and effective fitness experiences that are both affordable and easy to access for everyone.

Challenge

Prior to using Bynder, Basic-Fit used SharePoint to store and manage assets, which included folders accessible to all employees. As the company ramped up their content production efforts, this quickly proved to be inadequate.

As a fitness brand, Basic-Fit relies heavily on model imagery, which is subject to buyout agreements. Without a clear overview, the company had difficulty managing these licenses.

Finally, Basic-Fit had grown massively over the last six years, leading to a large number of employees who needed access to images for their respective markets.

Solution

Besides having a better overview of assets and their usage rights, Basic-Fit needed a DAM platform that would allow them to store their visual guidelines in an easy-to-edit digital format. Bynder's [CX for User Community](#) acts as the digital home for the company's brand identity, making sure everyone stays on-brand when communicating the Basic-Fit brand.

The company was also looking for a way to make it easier for employees in local markets to create content, such as social media posts and posters. Bynder's [Studio module](#) enables Basic-Fit employees to create localized content from a selection of brand-approved templates.

Results

Bynder is now the central hub for all of the brand's fitness imagery that's used in the Basic-Fit app and other products.

Basic-Fit has seen significant benefits since implementing Bynder's DAM platform. For instance, the platform has been embraced by their email and design teams, who use it daily to find and create content for their marketing campaigns and member engagement initiatives.

19,680+

assets stored

330+

active users

66.13 GB

total storage

What's next?

Building on its positive experience with Bynder's image templates, Basic-Fit is now testing video templates, with the goal of rolling it out to their employees in the near future.

"Bynder is the ultimate tool to manage your images and videos"

— Roddy van der Maat, International Content Lead
at Basic-Fit International

"Bynder's templating feature has been instrumental in streamlining our content creation process. Employees and teams across different departments now have access to standardized templates that align with our brand and localization needs."

"As our guidelines evolve to adapt to changing brand needs, we needed a solution beyond the static PDFs and design books that were cluttering our desks. With Bynder, we can easily host and edit our brand guidelines digitally, and even create new guidelines for other work processes."

— Roddy van der Maat, International Content Lead
at Basic-Fit International