



The British Council amplifies brand impact across 200+ countries using Bynder

“Bynder is really about making things simpler, more joined up, and more efficient. It helps us present a clearer, unified brand.”

— Jamie Allan, Global Senior Brand Manager at British Council

Background

The British Council builds connections, understanding, and trust between the people of the UK and countries worldwide. With 12,000 employees supporting people in over 200 countries, the organization has used Bynder for six years to scale its global brand presence consistently while staying adaptable to different continents, audiences, and cultures.

Challenge

Before Bynder, assets were scattered across disconnected shared drives, while brand guidelines were stuck in static PDFs. This often led to duplicate work, inconsistent branding, and uncertainty about which assets were up-to-date and brand-approved.

“Bynder’s CX User Community has been a valuable tool. It’s where teams find the latest campaign assets, monthly social content, and master brand guidelines all in one place.”

Solutions

Bynder’s AI-powered DAM now operates as the starting point for every brand interaction, equipping stakeholders worldwide with the right assets for the right context, fit for global scale. Benefits include:

- ✓ **Faster campaign execution** through instant access to brand-approved assets, templates, and campaign toolkits.
- ✓ **Stronger global brand consistency** with centralized visibility and governance across markets.
- ✓ **Reduced costs** by improving asset reuse and lowering reliance on stock photography.
- ✓ **Smoother onboarding** with up-to-date, centralized brand guidelines and training resources

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