



Twinnings blends its **300+ year brand history** with modern marketing demands using Bynder

“**Bynder AI** was capable of picking up very scripty writing in very old journals, which were impossible to read by the human eye.”

— Adrian O'Meara, Global Product Manager for Digital Assets and Information

Background

For 300+ years, Twinings has been synonymous with quality tea. Occupying the same shop on London's Strand since 1706, the brand is proud of its rich heritage.

Active in 120+ countries, Twinings needed to scale and adapt its brand positioning for the modern customer, delivering targeted, omnichannel, and consistently on-brand content experiences.

Challenge

Without a system of record in place before Bynder, Twinings struggled to oversee how assets were being created and used across markets. There was an overreliance on agencies to manage assets, with limited visibility, control, and inconsistent branding.

“Bynder really listened to what we needed. It was important for us to have something intuitive because DAM was brand new to the organization. Bynder's integrations were also vital in connecting with other systems at scale.”

Solutions

[Bynder DAM](#): A system of record to instantly self-serve relevant assets and reduce the reliance on agencies across the content lifecycle.

[Bynder AI](#): Accelerates content discovery and time-to-market, unlocks more value from historical assets, and frees teams to focus on more creative work.

[Bynder Studio](#): Empowers markets to adapt and localize creative assets at scale, ensuring global consistency while staying relevant to regional needs.

[Bynder CX Omnichannel](#): Automatically distributes millions of channel-ready assets across every touchpoint, delivering more targeted and engaging content experiences.

[Bynder CX User Community](#): Mobilizes teams with curated content and campaign hubs that provide targeted assets and messaging, ensuring every launch is impactful, on-brand, and on time.

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