



Right place, right time, right asset

How Britvic fuels global growth and protects brand identity with Bynder



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Headquartered in the UK, Britvic is a trusted soft drinks company providing consumers with great-tasting beverages from brands they love. Their broad and constantly evolving portfolio offers drinks that help to make everyone's everyday moments a little more enjoyable.

## Customer success story

# About Britvic

Britvic operates in and exports to over 50 countries, employing 4,373 people worldwide. Their ambitions to expand globally while remaining cohesive as a brand demanded centralized, easily accessible and clearly documented processes for the creation, storage and retrieval of branded content. The challenge was described as a "must-win battle and key to making sure our brands show up at the right place at the right time."

*"Implementing the asset library has meant working life has been made more efficient for many areas of the business and they have been able to use it in the many different ways they need to. For example, employees, distributors and suppliers can access the latest marketing materials to ensure consistency in their markets across the globe and when we launch new products, we can ensure our customers have the latest materials to help promote in their stores/outlets."*

The following quotes can be attributed to Jonathan Ansell, Digital B2B lead.

*“The number of assets we create is an enormous figure, so we need to make sure we manage this process efficiently, while also ensuring that we have a platform that allows us to reuse content—not only across brands, but across markets.”*

# Challenges faced by Britvic

Before Bynder, Britvic had four separate systems for the management of digital assets. As the organization grew, the platforms soon became out of date and unfit for purpose.

They needed to globalize and grow their brands consistently, while meeting a constant demand to create new content. But without a central hub to work from, there was no clear process for reusing assets across different channels and markets.

These inefficiencies were laid bare when partnering with a major annual sports event. Despite sponsoring the event year-on-year, they found themselves having to create the same visuals from scratch each time.

To get more from their marketing efforts and encourage the reuse of content, Britvic's main goal when seeking out a DAM was to centralize all their assets. Ultimately, they wanted a solution that could "evolve with us, not by us."



Problem solving

# Collaborating across global offices

Closer collaboration between Marketing, IT, and Bynder created a cultural shift across geographies, revolutionizing how Britvic managed its various assets.

To guarantee adoption worldwide, Britvic wanted a solution that was as user-friendly as possible. Setting up a dedicated 'champion' network of DAM advocates within the company was a game-changer, helping to stimulate awareness about the benefits of Bynder and embed the solution into their processes surrounding content management.

The end result: more marketing materials being reused, more collaboration, and more efficiency.

## **Localizing marketing materials:**

The Britvic brands are now able to see creative operations in progress from other brands and corporate assets are accessible from one place for all markets and partners.

## **Leveraging content across markets:**

Consistent, up-to-date marketing materials are easily accessible for regional campaigns, activations, videos, point-of-sale materials, barcodes and packshots.

## **Unifying IT and Marketing:**

Having cross-departmental DAM advocates ensures Bynder gets visibility, is used correctly, and has fundamentally become part of Britvic Marketing's DNA.

Where the magic happens

## The transformation with Bynder

The Britvic content hub isn't a storage solution; it's a facilitator in centralizing their marketing efforts worldwide to ensure all brands in their portfolio are delivering strong, consistent brand campaigns.

No more siloes, no more miscommunication: collaborating in one central platform ensures creativity flows through the brand regardless of time or location, and the Britvic team can coordinate with both colleagues and agencies from one place, for all markets.

*“As we evolve and grow as a company, Bynder will be able grow with us, meaning that no off-brand materials are published, and the Britvic brand identity is always protected through change.”*

830

Bynder users

15.7K

assets stored

1.1K

Avg. number of logins



## About Bynder

Bynder's digital asset management platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive. We are the brand ally that unifies and transforms the creation and sharing of assets.

For more information please visit our website [www.bynder.com](http://www.bynder.com).



Unite. Create. Thrive.

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