

Build globally, think locally:

Creating a custom-built collaborative workspace for vegetable breeding specialists
Rijk Zwaan and their 31 global subsidiaries



ABOUT RIJK ZWAAN:



Rijk Zwaan is a family-owned vegetable breeding and seed production company. Combining market expertise, modern technology, and the rich diversity offered by nature, Rijk Zwaan develops new plant varieties and sells their seeds to vegetable growers worldwide.

Founded: 1924

Market presence: 30+ countries



Highlights and benefits

- Background:** The fourth-largest vegetable breeding company worldwide, Rijk Zwaan needed a way to work closer with their 31 subsidiaries. They wanted to centralize their huge numbers of digital assets and standardize how these assets were created, shared, and approved internally.
- Challenge:** There are subtle differences in how crops grow from one country to the next, making it essential that every strain is accurately reflected in their marketing materials and webshop. Subsidiaries needed the right tools to create these assets themselves while also maintaining brand consistency.
- Solution:** Digital assets are now centralized, with a tailor-made filter structure for fast findability. New images can be reviewed and approved with crop specialists using [Creative Workflow](#), and subsidiaries now have the autonomy to create on-brand, localized marketing images and videos with Bynder's [Digital Brand Templates](#) and [Studio](#).
- Results:** Centralization means less back-and-forth emails; more accurate, locally-sensitive images and videos; existing assets are reused more, and file privacy rights are clearer for everyone. Ultimately, Rijk Zwaan can build a global brand while empowering subsidiaries to be more independent.

1500⁺
users

66,000⁺
assets

5024^{GB}
total storage size

“ The last two years we’ve repurposed Bynder to be more than just a photography DAM - it’s a central marketing tool that has not only changed how we organize our content, but also create it too.”

Tjipke Meijer

Photography & Video Creator, Rijk Zwaan

About Rijk Zwaan

With a global market share of 9%, Rijk Zwaan is the fourth biggest vegetable breeding company in the world. From cabbage to cucumbers, the Dutch company sells their industry-leading vegetable seeds through 31 local subsidiaries spread across the globe.



Situation

Researching and developing new vegetable varieties is the primary focus at Rijk Zwaan—40% of their 3,600+ employees are dedicated to R&D. New seed strains are produced and distributed regularly to be sold by local subsidiaries, requiring high volumes of high-quality, brand-consistent imagery and videos to promote new products in local markets.

With ambitious growth plans in an increasingly global (and digital) market, Rijk Zwaan needed a way to not only centralize their huge numbers of visual assets, but also to improve how the marketing department collaborated with R&D-focused crop specialists and local subsidiaries.

“The crop specialists make sure we represent our crops accurately in visual assets - every detail matters.

Before Bynder, there was no way to centralize this process and ensure everyone was happy with the end result.”

Challenges

“We weren’t just looking for a solution to archive and share stuff. We wanted a central space to also create and collaborate - an ‘asset creation workshop’ - to ensure we were supporting local markets with the assets and tools to operate independently.”

Rijk Zwaan is truly a global entity with 3600+ employees worldwide, selling its products primarily through the 31 subsidiaries in their respective markets.

The main challenge? Building a global brand while centralizing marketing operations—and enabling subsidiaries to create marketing content tailored to specific regions.



Ultimately, Rijk Zwaan found it difficult to:

- Centralize the creation and approval of key marketing and producing assets in one platform
- Empower local marketers to create localized content while also maintaining brand consistency
- Ensure all imagery and videos were consistently accurate and reflective of their diverse range of seeds and vegetables

Solution

Initially using Bynder to centralize photos, Rijk Zwaan wanted to expand the use case to cover not only storage, but also the content approval process with Creative Workflow—as well as the creation of branded (yet localized) images and videos with Digital Brand Templates and Studio respectively.

Working with a Bynder expert to create a custom-built solution, Bynder now operates as the go-to platform for Rijk Zwaan's marketing communications.

Whether it's collaborating with crop specialists to approve product images for their webshop, or centralizing the production of local marketing assets with brand-approved templates—Rijk Zwaan have 1500+ employees using Bynder as their 'single source of truth'.

65,000+ digital assets, one solution

From product photos and campaign materials to internal slide decks and webinar recordings, Rijk Zwaan's globally-distributed team know exactly where to find both old and new digital assets, intuitively organized with filters to ensure everyone can find what they need in seconds.

Centralized creative collaboration

No longer having to rely on back-and-forth emails to review and approve images and videos, both the marketing team and crop specialists leverage Creative Workflow to get everyone on the same page to give feedback on works-in-progress.

Webshop integration

With regional differences in how a crop grows from one country to the next, product shots need to be accurate in each respective market. By integrating Bynder with the back-end of their e-commerce platform, local marketers have the autonomy to create and upload regionally-accurate imagery direct from Bynder.

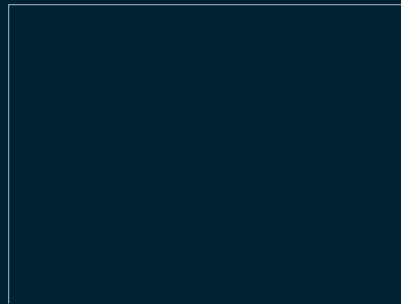
Hands-on training

When you're a large company with multiple local markets, internal adoption can be an uphill battle. With a dedicated customer success manager and training programs including webinars and personal demos, Rijk Zwaan has less weight on its shoulders to keep user adoption high.

Teams using Bynder

Bynder DAM

Open asset library

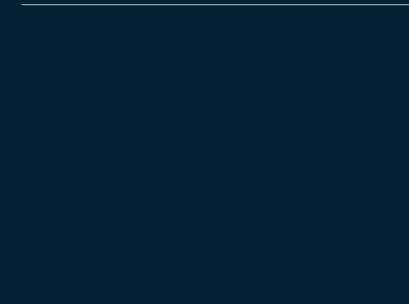


External teams

Local subsidiaries
Distributors
R&D



Internal brand portal



Internal teams

Marketing
Communications
Digital commerce

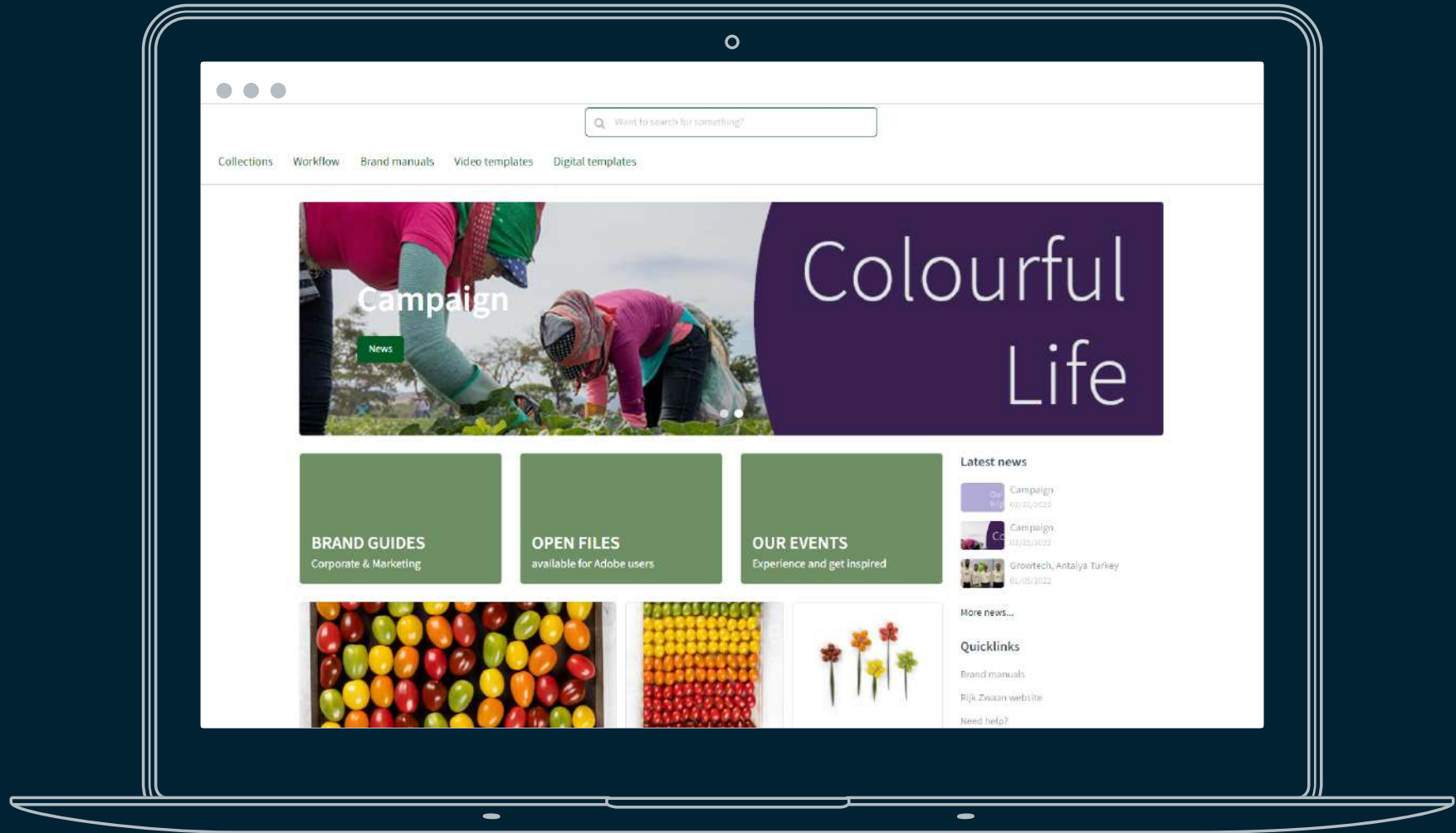
Creative Workflow
Brand Guidelines
Studio

Key benefits

By centralizing all digital assets in one platform, collaboration between markets has improved drastically. With a standardized process for approving and using imagery and videos, there's much less chance of publishing the wrong assets—a common problem in the past.

Although they've only been using Digital Brand Templates and Studio for a few months, it's already reaping rewards, with subsidiaries now having the freedom to create localized marketing images and videos with pre-approved branded templates. That way, they have the resources to accurately reflect subtle local differences in crops in every market (and save a lot of time in doing it).

“I definitely think communication between our teams around the world is better because of Bynder. Assets aren't being sent by email or stored on several computers—everything is centralized.”



The Rijk Zwaan x Bynder portal

“ The image and video templates created in Bynder are really welcomed by our subsidiaries in the Asian and South American regions, as they can be more independent in quickly creating branded images and videos in their own languages.”

Joeri van Tongeren

Digital Commerce Specialist, Rijk Zwaan



About Bynder

Bynder is the fastest-growing DAM service, offering a simplified solution for marketing professionals to manage their digital content in the cloud.

For more information, please visit our website

www.bynder.com