

How Santa Cruz Bicycles leverages  
Bynder Webdam to streamline public  
relations and empower external partners

**SANTA CRUZ™**



ABOUT SANTA CRUZ BICYCLES:

***SANTA CRUZ***<sup>™</sup>

Santa Cruz Bicycles has been building **quality** bicycles since 1994. Made by bike fans for bike fans, they build each model to custom specifications and design it to deliver the best off-road experience to trail riders all over the world.

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Using Bynder Webdam since: 2018



## Highlights and benefits

- Background:** Renowned for their bikes and Reserve carbon wheels, Santa Cruz Bicycles reaches cycling enthusiasts around the world with a network of retailers. Working closely with the retail marketing team in California, they help Santa Cruz Bicycles to promote their brand and distribute their bikes to daredevils everywhere.
- Challenge:** With such a widespread network to oversee, it was vital for the marketing teams at Santa Cruz Bicycles to streamline processes and communication with their 200+ partners. What they needed was a way to empower distributors and retailers to promote the brand independently by giving them easy access to the latest assets and guidelines.
- Solution:** The Bynder Webdam solution centralizes all company assets in a single portal and makes them available to authorized internal and external teams everywhere. With Brand Connect as an additional module, Santa Cruz Bicycles knows partners are empowered to always stay on-brand.
- Results:** Distributors and retailers working in partnership with Santa Cruz Bicycles can now independently pull out the latest assets from the DAM portal to fit the marketing needs of their area and to better engage with the local customer base. The retail marketing team now enjoys smoother asset delivery to retailers and distributors and uses permissions to make the right assets accessible to the right people.

14,327  
assets downloaded

2,711  
assets stored

100%  
cloud based

100%  
on-brand

“ Before Bynder Webdam, we lacked a centralized brand portal. We used to have mixed success getting people what they needed and making sure it was coordinated.”

Austin Holt

Digital Marketing Manager at Santa Cruz Bicycles



# About Santa Cruz Bicycles

Founded in 1994, Santa Cruz Bicycles has been delivering high-quality bikes to true cycling enthusiasts ever since. Headquartered in Santa Cruz, California, they are present worldwide through a network of shops and retailers.

## Situation

With their ongoing promotion and distribution system, the retail marketing team enjoyed personal contact with retailers and distributors worldwide, but this made scaling the promotion of larger product launches and events a challenge.

The creative and marketing teams lacked a branded central repository in which to store and distribute approved assets.

With hundreds of retailers catering to different regional markets, it was challenging for the marketing team to coordinate phased launches and keep promotion on-brand.

“We used a number of different systems before and it wasn’t always easy to get people what they needed.”

Since many small retailers needed support as they lacked the resources to create their own assets, the team had to always stay on top of what assets were made available to which retailers through shared folders and email threads. This resulted in time-consuming processes and bottlenecks.

# Challenges + previous system

“Using a mix of sharing systems, we had to create that common sharing environment for ourselves.”

Santa Cruz Bicycles used to rely on a combination of a different DAM and Dropbox. Without a centralized asset portal to connect the creative and marketing teams directly with retailers, the teams had to create custom sharing environments to provide each partner with the assets and level of support needed.

With such a vast network of retailers across different markets, it was vital for the retail marketing team to find an effective way to coordinate promotion based on the needs and possibilities of individual distributors.

Santa Cruz Bicycles found it difficult to:

- Phase new product launches based on geography and retailer size
- Make custom assets readily available to retailers
- Empower partners to independently find and use assets based on their needs
- Report on asset use across retailers, media, and other partners



# Solution

Santa Cruz Bicycles needed a way to streamline communication and empower partners by making approved assets easily available to them at any time.

With Bynder Webdam, the creative team easily manages assets to always fit the company branding, while the digital team can set permissions to seamlessly phase retailers into groups based on size and geography to coordinate promotional activities.

Retailers now access the assets they need to promote Santa Cruz Bicycles independently, based on their market needs.



## Partner enablement

Retailers and distributors now use the Bynder Webdam portal to access all approved assets 24/7. They can localize materials and leverage the content they need to promote products and events while safeguarding the brand's identity.

## Permission setting

The marketing team at Santa Cruz Bicycles can set permissions to control which partners have access to specific assets. The phasing of product launches is now easy to coordinate with selected partners ahead of time.

## PR enablement

The digital marketing and brand teams now simplify communication with journalists by granting them access to their DAM portal and setting permissions. Only the right assets are shared with the right people and Santa Cruz Bicycles has full control over how their brand is communicated.

## Bespoke DAM portal

“Now we have a portal interface where we can make sure that guidelines and assets are really in front of people. The interface piece might seem small, but it makes a big difference.”

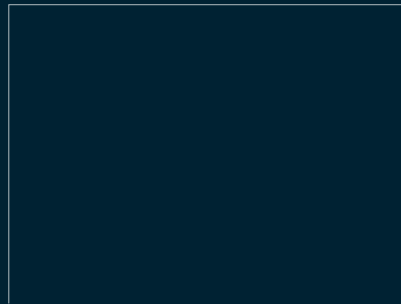




# Teams using Bynder

## Bynder Webdam

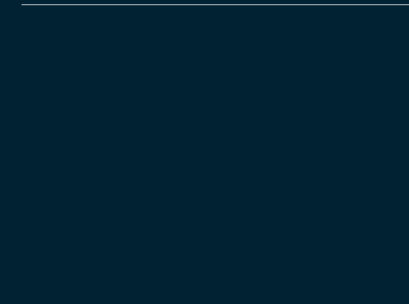
### External teams



- Retailers
- Distributors
- Media



### Internal teams



- Retail marketing
- Digital marketing
- Brand team
- Creative team

DAM  
Brand Connect

# Key benefits

With Bynder Webdam, Santa Cruz Bicycles enables internal, external teams, and journalists to showcase their brand consistently, globally, and dynamically.

“Specific permission groups help us better communicate with distributors ahead of time. We now launch products in a very dynamic way.”

With smooth asset sharing and streamlined communication, Santa Cruz Bicycles enjoys the peace of mind to scale and move fast knowing they’re always on the right trail.

“In terms of ROI, we’re spending way less time tracking assets across multiple groups of people. It’s a matter of operational efficiency.”





# Key benefits

## **Beyond asset sharing – ‘professionalization of PR communication’**

Santa Cruz Bicycles receives a lot of attention from industry publications wanting to cover their product launches and sponsored events. Through the DAM portal, the brand team can share selected assets with journalists. By cutting down email threads and sharing links across multiple systems, the team easily stays on top of how the brand is communicated.

## **Beyond asset availability – empowering distributors and retailers**

With anytime, anywhere access to the latest files via the DAM portal, distributors are now self-sufficient and always compliant with the brand’s guidelines. As a result, there’s more time for the Santa Cruz Bicycles creative team to spend on the creation of new and existing campaign assets. And, from campaign photoshoots to new product launches, partners are provided with the right content at the right time.

## **Beyond asset distribution – harnessing the power of tracking asset use**

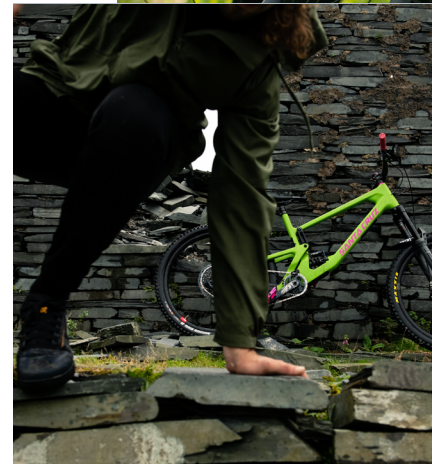
With Bynder Webdam, the marketing teams at Santa Cruz Bicycles gain better insights into their global and regional markets by reporting on asset usage. They use these data to adapt to regional promotional demands and drive adoption for less engaged users.





# What's next for Santa Cruz Bicycles?

“Our creative team spend a significant amount of time making sure the quality of our photography and design matches the quality of our bikes. In the future, we plan to redesign the brand portal, so the experience you have here is a natural extension of the experience on [santacruz bicycles.com](https://santacruz bicycles.com).”





# What's next for Santa Cruz Bicycles?

## Giving more retailers access to the DAM portal

Santa Cruz Bicycles plans to extend access to the DAM Portal to all their partners worldwide and empower them to use the assets and imagery beyond planned, coordinated promotions. Easy access to guidelines ensures retailers can use the brand image correctly, consistently, and associate it with local initiatives.

## Brand Connect and Guidelines

Santa Cruz Bicycles uses an internally developed landing page to communicate their brand guidelines to retailers worldwide. They plan to fully roll out the Brand Connect module, which integrates with the Asset Library and automatically reflects any changes to ensure brand consistency is achieved quickly and maintained easily.



“ We now have a well-coordinated system to get new content out to our valued partners around the world. It’s a resource you use on a regular basis, and we see its value reflected across our retail marketing and through to our retailers.”

Austin Holt

Digital Marketing Manager at Santa Cruz Bicycles





## 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, visit [www.bynder.com](https://www.bynder.com)