

Customer story: DPDgroup

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Customer success story

“Due to the tight schedule of our rebranding, it was key that the Bynder system was ready for productive use within a very short time. This enabled us to distribute all the new assets in a fast and uncomplicated way to all our marketeers in the DPDgroup country organisations.”

- Matthias Jäckle, Group Manager Brand & Digital Experience

About DPDgroup

DPDgroup is the parcel delivery network of GeoPost, a wholly-owned subsidiary of France's La Poste. DPDgroup is one of the world leading parcel delivery networks.

With 120,000 delivery experts operating in nearly 50 countries, and a network of 70,000 Pickup points, they deliver 8.4 million parcels worldwide each day – 2.1 billion parcels per year – through the brands DPD, Chronopost, SEUR, BRT and Jadlog.





Challenges

Unlike their competitors DHL, TNT and UPS, GeoPost did not have one unified brand, but different brands for different markets. To focus on increasing growth, particularly international, and create a greater sense of brand unity, GeoPost announced its new international commercial brand identity and parcel delivery network, DPDgroup. The initial rebranding involved the new design of the new logo and integrating different brands, such as Chronopost in France, into the logo family of DPDgroup. On March 18th 2015, the complete rebranding process was established in 22 European countries and will be strategically rolled out over the next 3 years.

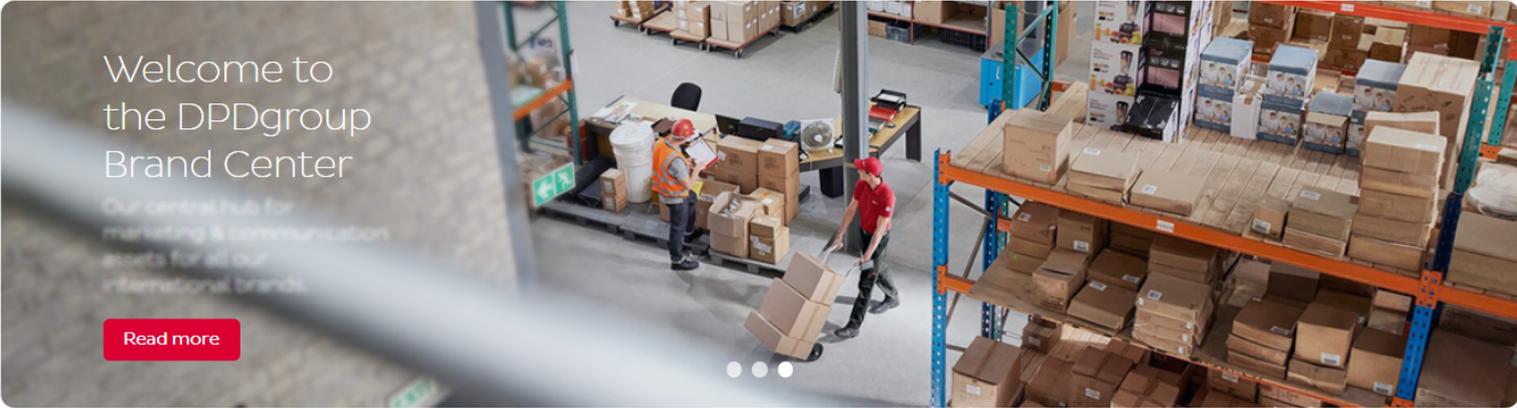
However, their existing portal could not cope with the demands of a rebranding process as it was not up-to-date, user-friendly or fully functional. Not only was this system rarely used by employees, it also presented several limitations. For example, images had to be resized before uploading as the maximum upload size was 150 MB. As it was necessary to share and provide all departments with documents, website content, print material, layouts, images and videos, an easy-to-use portal connecting the different departments was required.

How Bynder helped

DPDgroup now has a user-friendly and simple to use platform where updated, on-brand digital assets can be easily accessed by all departments. The connect-ability of the Bynder platform also allows users to integrate existing systems such as a CMS, streamlining the process from creation to cultivation and finally consumption. Thanks to vital branding information, rules and stylistic guidelines, which are accessible in the Brand Identity Guidelines module, every employee can easily learn how to use Bynder and stay on-brand.

Every marketer needs access to DPDgroup's new digital assets such as images, logos, files, or videos that are integral to the rebranding process. Thanks to Bynder's Digital Asset Management module, the global marketing team is able to manage, store and share all digital assets in one place before distribution. This reduces the risk of using old logos and images as well as creating duplicates.

Bynder's branding automation solution gives DPDgroup's marketers the necessary toolkit to stay in control and enforce compliance of all brand-related content from creation to consumption, automating the entire rebranding process. Resellers and customers will be faced with a consistent image of DPDgroup's new identity while marketing analysts can measure statistics to see which content did well and why, and adopt their marketing strategy accordingly.



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Benefits for DPDgroup

DPDgroup's marketing team has been relying on Bynder to deliver new branding and marketing materials to a large global team, streamlining their rebranding process. Three weeks after the official announcement of the rebranding, 163 marketers from DPDgroup have already been working with the brand portal successfully.

Some facts

About Bynder

Bynder gets teams working on the same page with a cloud-based digital asset management solution to store, manage, and share brand content.

For more information please visit our website www.bynder.com.



www.bynder.com