Customer success story: Icelandair

bynder

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Customer success story

"Because of Bynder's user-friendly features we were able to introduce and rollout its usability to our employees with ease. The tool allows us to be in full charge of all Icelandair's digital assets at one centralised point."

- Guðmundur Óskarsson, Director Marketing and Business Development at Icelandair.

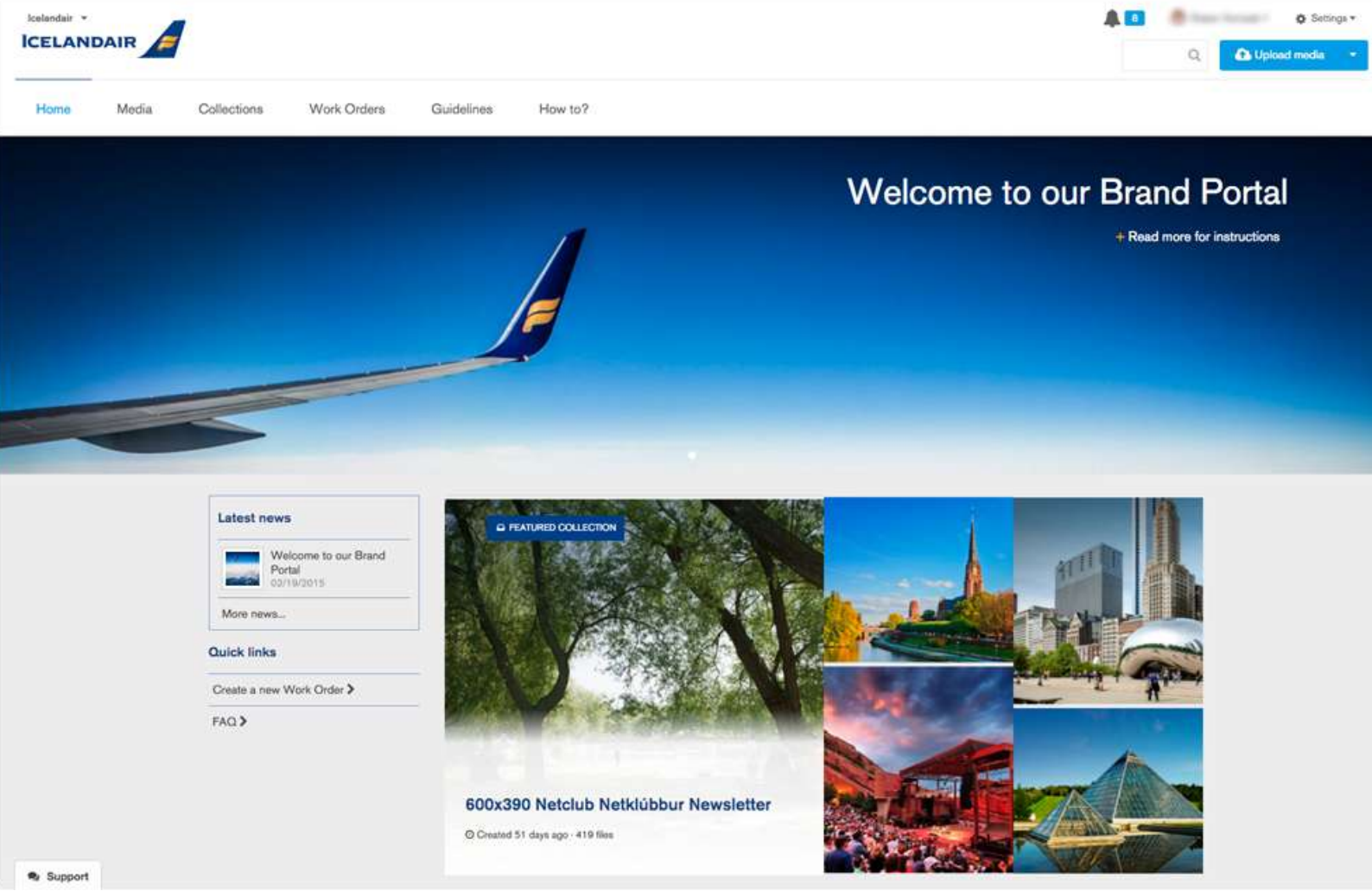
About Icelandair

Iceland's main airline, Icelandair, stands for safe, reliable flights and an exceptional service on board. Operating out of Iceland, the airline has built an ever-growing network of international routes between America and Europe with Iceland as a hub.

With the theme "refreshing", Icelandair creates an emotional Iceland travel experience, with the client at the forefront of everything they do.

"We are not only transporting passengers from A to B – with connectivity on board, the latest and best flight entertainment, Northern lightning with LED lights, seat comfort, etc. we create a unique customer experience.

People who travel with Icelandair start experiencing Iceland when boarding the aircraft", said Guðmundur Óskarsson, Director Marketing and Business Development at Icelandair.

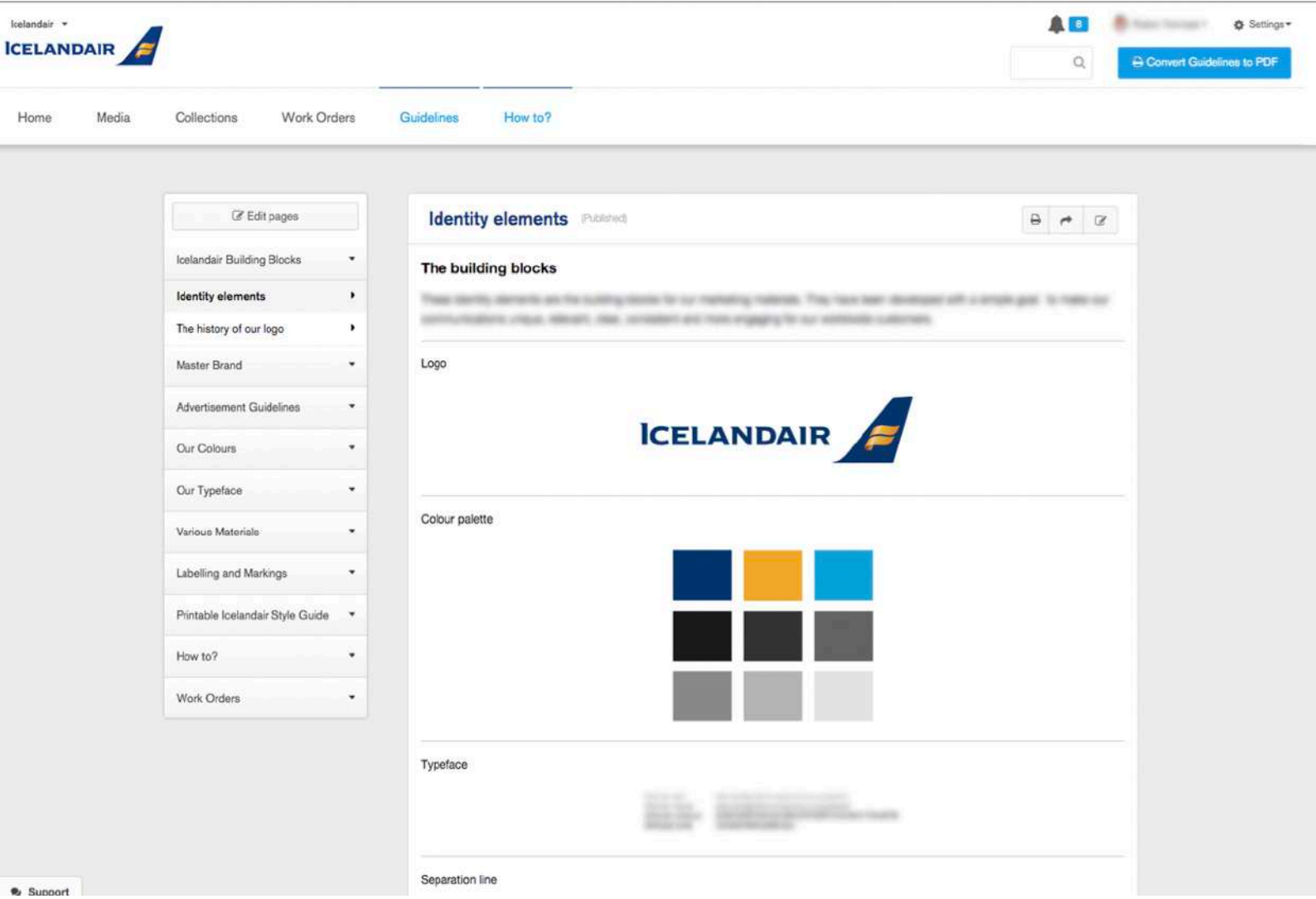


Challenges

Previously, Icelandair worked with an outdated portal to store and manage their digital assets. This system was slow, inefficient, and not updated regularly. It was difficult to find specific assets due to an unhandy search function.

But one of their biggest problems was not being able to control the expiration dates of images. This meant that images were still being used even though they had no usage rights anymore.

As employees and external parties need access to Icelandair's digital media on a regular basis, the airline was in search of a new solution - a user-friendly solution that allows privileged stakeholders to upload and/or download assets, such as high-resolution images and videos



How Bynder helped

Bynder's digital asset management module allows Icelandair to store, share and manage all valuable assets within one user-friendly portal. Thanks to its Google-like search bar, all users are able to find the right asset easily, which can then be shared directly with third parties, such as external agencies.

"Bynder helps advertising agencies and other agencies we work with to organize themselves, and it makes sure they are on top of things when it comes to having our assets in mind", highlighted Guðmundur Óskarsson, Director Marketing and Business Development at Icelandair.

Using outdated media is a thing of the past. Within Bynder, Icelandair's users can define specific user rights and set deadlines for single assets and collections.

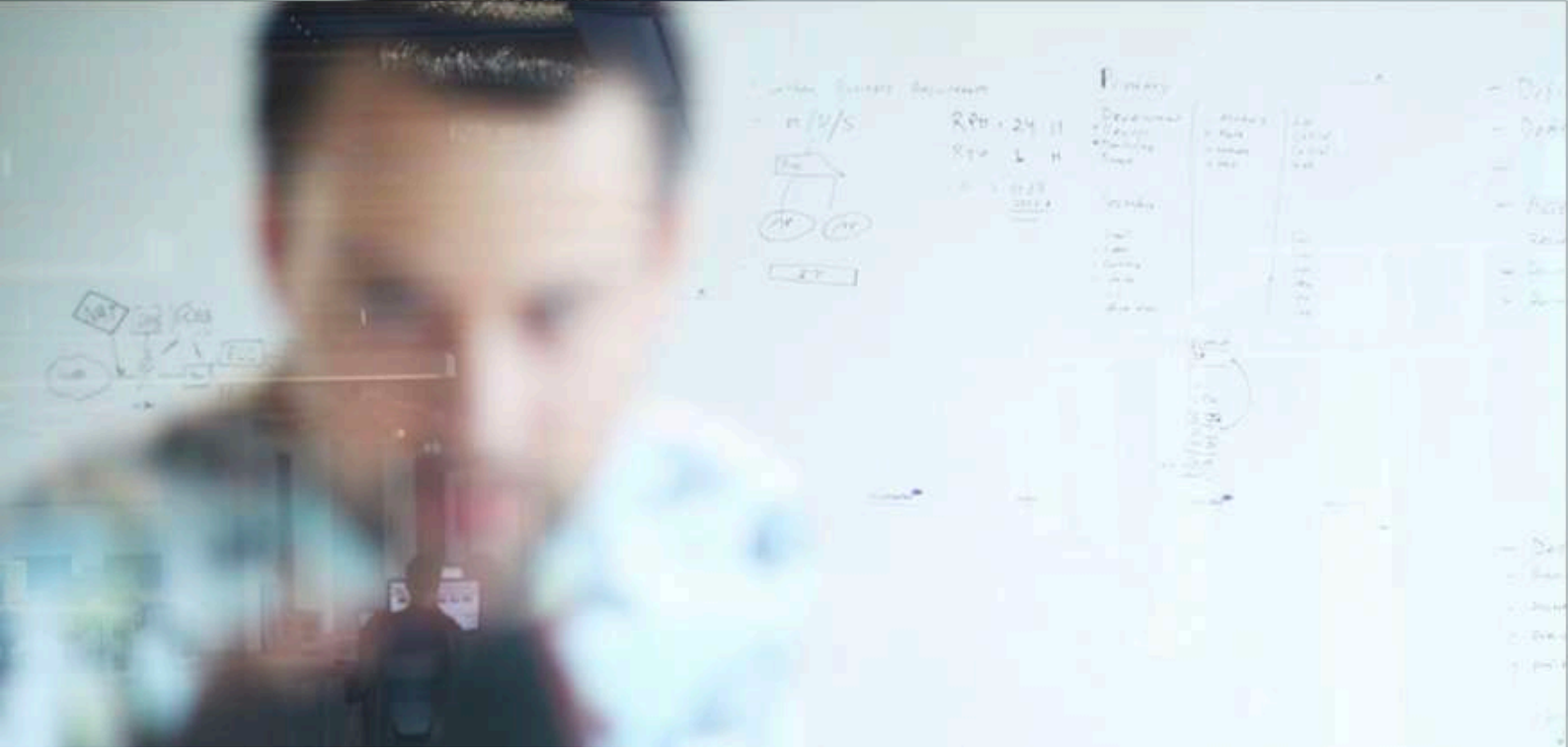
Benefits for Icelandair

Thanks to Bynder, Icelandair is able to save agency costs as well as valuable time and effort in managing their digital media.

Now the airline can provide all digital assets to external parties – via one single tool..

"We would absolutely recommend Bynder. And we already did. We recommended Bynder to our sister companies and we talked to other airlines"

- Guðmundur Óskarsson Director Marketing and Business Development Icelandair

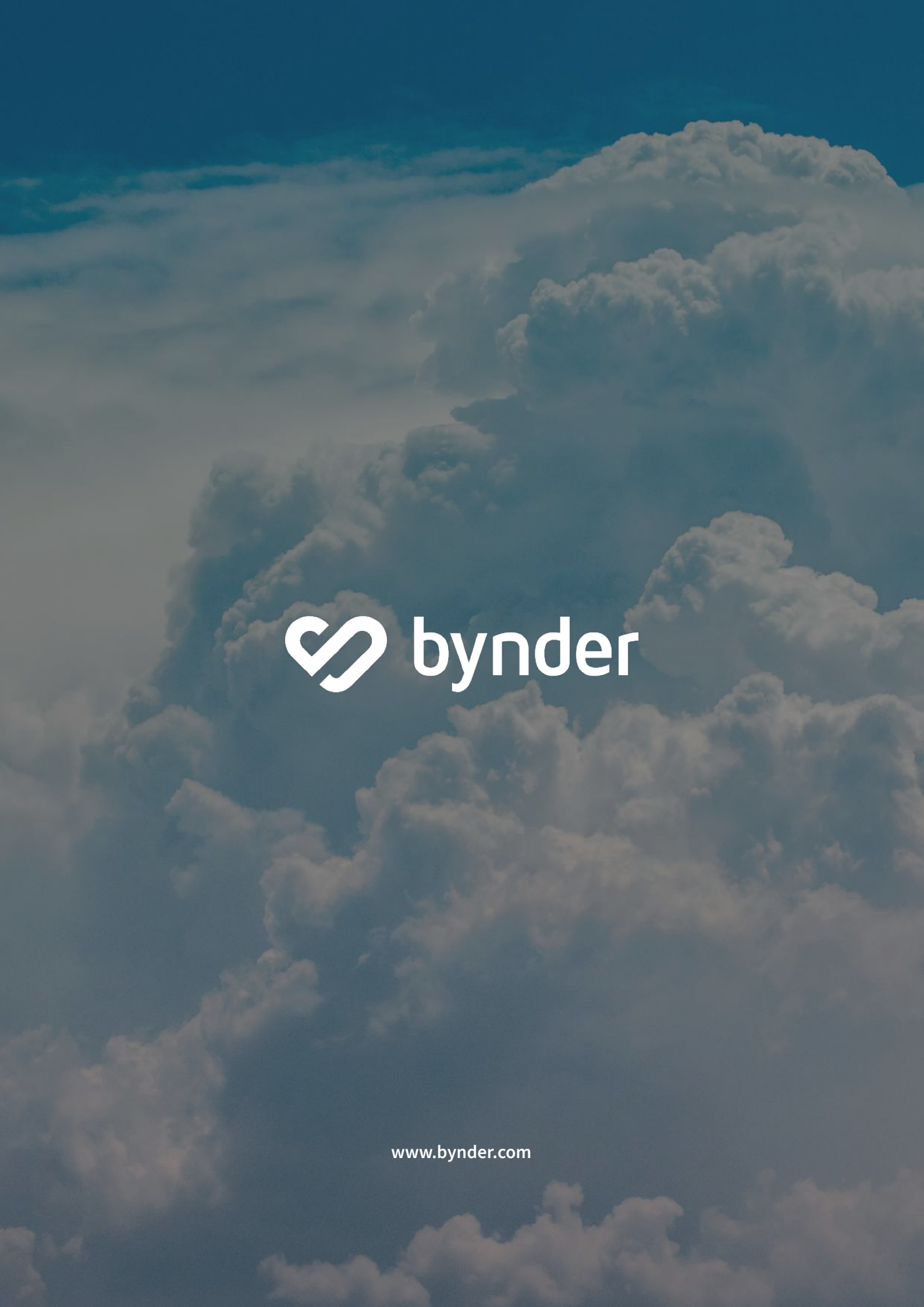


Some facts

About Bynder

Bynder is award-winning marketing software that allows brands to easily create, find and use content, such as documents, graphics and videos. More than 250,000 brand managers, marketers and creatives use Bynder's brand portals every day to collaborate globally in real-time, create, review, and approve new marketing collateral, and circulate company content at the click of a button.

Founded in 2013 by CEO Chris Hall, Bynder is established globally with headquarters in Amsterdam and offices across the Netherlands, UK, US, Spain and UAE.



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