

Customer story

DraftKings bet on Bynder to boost brand consistency and scale content experiences as they expand rapidly



About Draftkings

DraftKings is a multi-channel provider of sports betting and gaming technologies, powering sports and gaming entertainment for operators in 17 countries. From the NFL and NBA to the PGA Tour and NASCAR, the digital sports betting specialists fuel the competitive spirit of sports fans with products across daily fantasy, regulated gaming, and digital media.

Founded: 2012

Headquartered: Boston, USA



Background Draftkings

As a global leader in sports technology and entertainment, DraftKings depends on a dynamic, multichannel marketing approach to appeal to an avid fanbase of global sports enthusiasts particularly on mobile. Their services include daily fantasy sports, sports betting, iGaming, and an NFT marketplace regularly partnering with the world's most iconic sports institutions.

989+

users

89,877+

assets

1,000GB

total storage size

“In the past few years, we’ve grown rapidly as a business, and the volume of work we’re creating has too. Aside from better organization, we needed more security over creative assets. We didn’t want to run the risk of people creating ‘branded’ content themselves or communicating our brand incorrectly. Eliminating that risk was a key driver in making the switch to Bynder.”

— Sarah Juselius, Senior Director of Creative Operations

“What I like about Bynder is it’s easy to navigate with little instruction. It’s simple, intuitive and the portal doesn’t require a lot of upkeep.”

— Sarah Juselius, Senior Director of Creative Operations

“Our brand identity is important for everything we do across our marketing, apps, and various partnerships. Bynder does a great job of ensuring there is a level of brand continuity across all these different touchpoints.”

— Sarah Juselius, Senior Director of Creative Operations

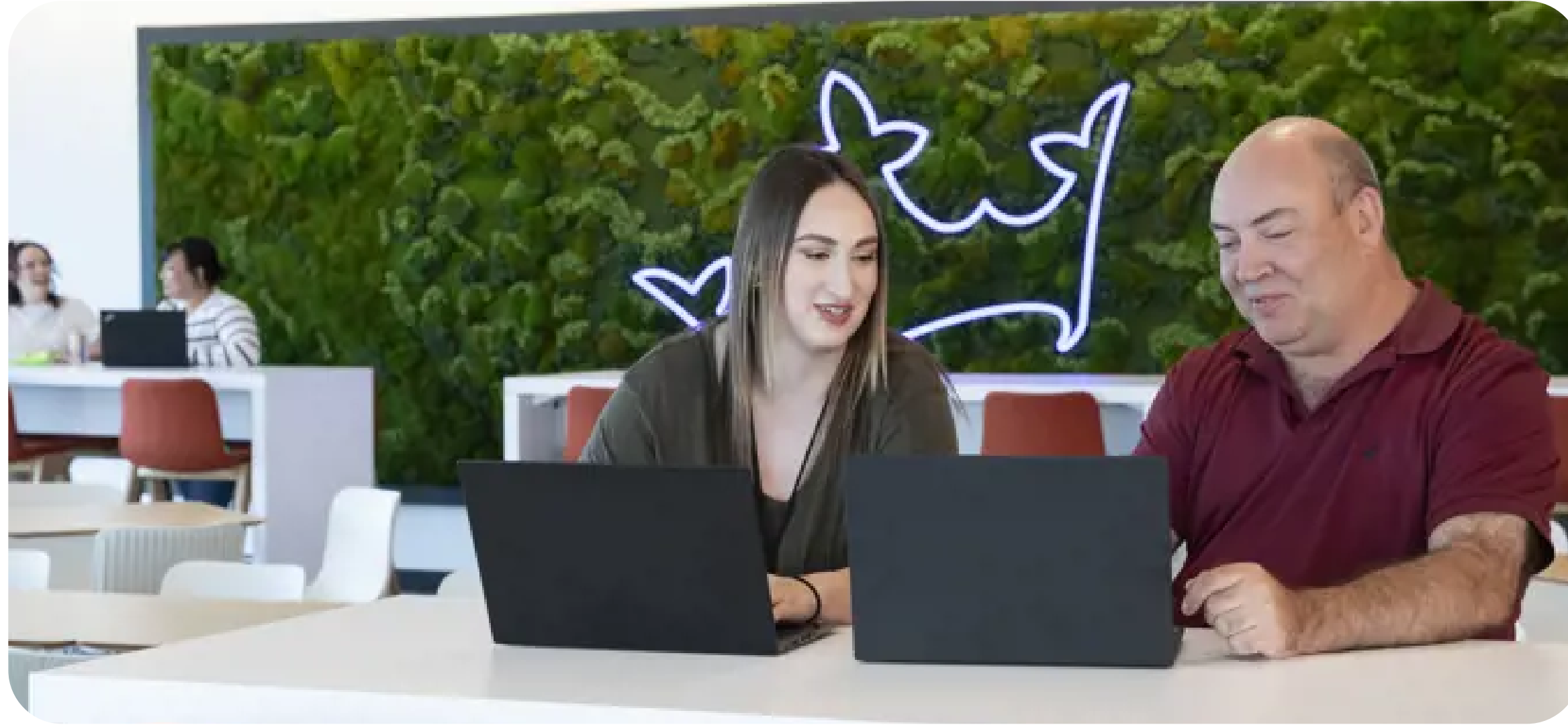
The Challenge

When your marketing consists of star-studded Super Bowl commercials, highly personalized digital ads, and partnerships with the biggest names in sports much of which is produced in-house efficient [content operations](#) is essential.

As a leader in a burgeoning industry, DraftKings and its in-house agencies were growing fast. It was vital that their multichannel approach was coupled with a consistent brand identity especially when collaborating with a diverse network of globally-renowned sports partners to promote the brand.

As they looked to scale, they needed a single system of record for their finished brand assets whatever the channel as well as their dynamic brand identity. This meant easier findability of assets; better brand governance, and a convenient way to share their latest brand guidelines both internally and externally.





The Need

Before Bynder, DraftKings used Google Drive to store and share their digital assets. There were notable challenges when searching for files and sharing materials with external partners. As their brand operations grew, DraftKings was seeking a single source of truth that could guarantee more security and governance over how finished brand assets were stored, used, and shared.

1. Enable tagging of brand assets with relevant metadata to ensure quick, intuitive searching and better visibility of campaigns and creative assets to the company at large.
2. Customize access and user rights for different stakeholders, providing more brand security, and less risk of the wrong assets being used or published.
3. Provide a dynamic digital home for their brand guidelines, reflecting their most up-to-date brand identity that's easily shareable with their global network of agencies and partners.

The Solution

Bynder's [digital asset management](#) solution is the go-to location for DraftKings' public-facing creative content and campaign assets, ready to be distributed across its dynamic partner network and diverse mix of marketing channels.

With built-in [Brand Guidelines](#) that are visually representative, quickly shareable, and easy to update, DraftKings can ensure both internal colleagues and external partners are always representing the brand accurately.

A simple self-service approach

The DraftKings DAM has a consistent file-naming convention and [taxonomy](#) reflecting brand-specific terminology so stakeholders can instantly find what they need.

Smooth implementation

"We are a big business so the storage capabilities and ease of searching is a big improvement."

Empowering partners with brand-approved content

"Campaigns can now be executed in less than a third of the time. The flexibility both solutions offer and the ability to be reactive and quick with going to market is huge."

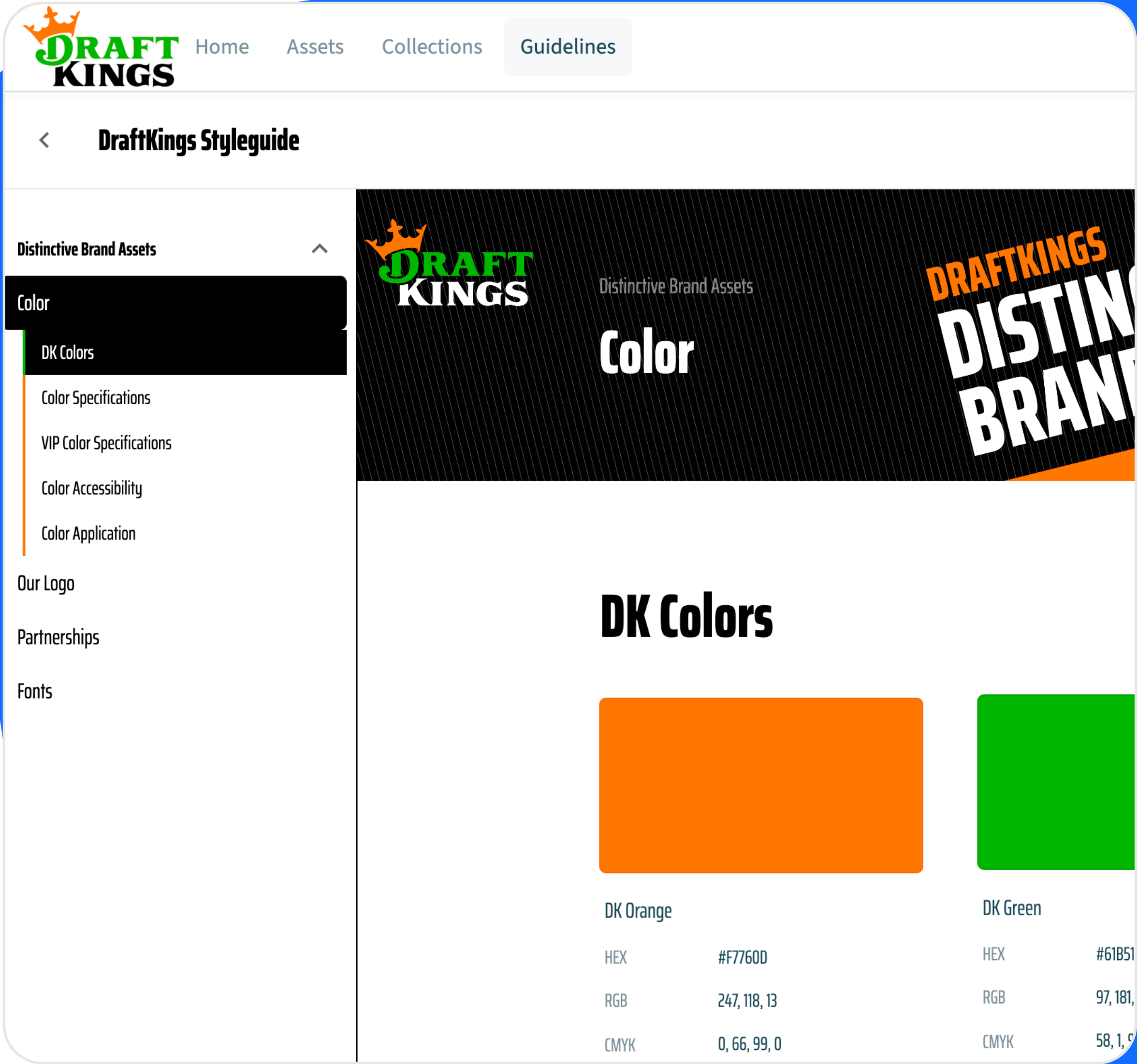
Fostering better brand awareness internally

"The Bynder x Wrike solution was easy to be onboarded and we gradually rolled it out over a 1-3 month period."

DraftKings brand with Bynder's Brand Guidelines

Whether it's mobile ads for Sports Betting Markets, site merchandizing for Daily Fantasy Sports contests, or logo placements promoted by their major league sports partners, the DraftKings brand needs to be adaptable, yet consistently recognizable. To enable their diverse mix of partners and multi-disciplinary internal team to understand and communicate a consistent brand identity, DraftKings use Bynder's Brand Guidelines as the digital home for all things branding.

Easily accessed and bookmarked with an online link and integrated with DAM, the Brand Guidelines module provides a single source of truth for both internal and external stakeholders to access and use the latest brand rules and assets. With this self-service approach, everyone plays by the same brand rulebook without constant supervision from the marketing team.



“Centralizing our brand guidelines in Bynder has been a huge help for brand consistency and continuity. Whether it’s logos, brand colors, or partnership guidelines – everything is clearly outlined for internal and external parties. Linking the guidelines with the correct brand assets stored in the DAM makes it really convenient and understandable for everyone too.”

— Sarah Juselius, Senior Director of Creative Operations



About Bynder

Bynder goes far beyond managing digital assets. The digital asset management platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive.

Bynder enables more than 1.7M users across 4,000 organizations, including Spotify, Puma, Five Guys, and Icelandair. Founded in 2013, Bynder has eight offices around the globe, including the Netherlands, the United States, Spain, UK, Australia, and UAE.

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