How hair care experts Keune launch products and campaigns faster with Bynder
ABOUT KEUNE:

In love with hair since 1922, Keune is a family-owned Dutch company bringing innovative, high-quality, cruelty-free hair cosmetics to women and men – in partnership with the world’s best salons and distributors.

Employees: 250+
Using Bynder since: January, 2017
Highlights and fringe benefits

Background: Keune’s ethos of premium, custom hair care extends to the service and support they provide to their business partners – personalized, yet on-brand. Their rapidly-growing global network of distributors and ambassador salons highlighted the need for a better way to facilitate partner enablement while promoting brand consistency worldwide.

Challenge: Headquartered in the Netherlands, Keune’s products are distributed to 60,000+ salons in over 80 countries worldwide. The team needed a way to communicate the brand consistently while empowering internal and external stakeholders to find, customize, and share up-to-date brand assets and marketing content independently.

Solution: Bynder’s digital asset management solution centralizes and organizes all brand, product and campaign assets in the Keune Brand Portal. Additional modules such as Creative Workflow, Brand Templates and Brand Guidelines promote smoother collaboration and brand consistency.

Results: Keune’s global and regional teams now enjoy on-demand, role-based access to the assets they need. This has led to increased utilization of content, a faster time-to-market for both product and campaign launches, and, overall, a superior experience for distributors and clients.
Bynder helps us to use and distribute our brand assets consistently, and collaborate globally in a more efficient way.

Mark Eggermont
Branding Automation Administrator, Marketing Team
About the client

Keune, headquartered in the Netherlands and with offices in the United States, Germany, France, Belgium, and Croatia, has been creating hair cosmetics for professionals since 1922.

Keune operates as one unified brand. It offers three main product lines: Keune, So Pure, and Blend; and a separate product line for men: 1922 by JM Keune.

All products are designed and manufactured in the Netherlands, but Keune is more than a supplier. Salon partners automatically join the global family, and they genuinely care about their clients and the people in their chairs.

Keune is proud to do business with a personal touch, and provides a depth and breadth of service transcending great products: education, marketing and comprehensive business support. Their mission is to help people unlock their best selves, “Your best you”. Learn more here.

Situation

“No ‘single source of truth’ meant different (and outdated) versions of materials were in circulation, making it difficult to ensure brand consistency.”

Keune’s branding and marketing needs became more complex as the business (and partner network) grew in size and scope. They “work globally... and sell our products via our offices and distributors in over 80 countries at this moment, and approximately 60,000 salons worldwide”.

Decentralized storage of business-critical files and media compromised brand consistency and time-to-market. It also put undue pressure on the global and regional marketing teams to find and share assets in a timely manner, and on distributors to effectively service clients (primarily salon partners).
Challenge + previous system

“Finding and sharing the right assets was quite cumbersome and time-consuming.”

Prior to Bynder, Keune used multiple local servers for storage, and email and WeTransfer for asset sharing – both internally, and with their business partners and clients in the Netherlands and across the globe.

Issues they faced included:

- Inability to find, or distribute, assets easily
- Inability to verify if an asset was up-to-date
- Inability to easily customize content for market-specific product/campaign launches or events
- Under-utilization of marketing content
- Under-optimized content lifecycles, and related workflows
Solution

The Keune team wanted a better way to:

- easily organize, find and share assets
- promote brand consistency worldwide
- empower partners to customize, localize and utilize branded content

Bynder made the cut as it ticked these boxes, and was an ‘easy-to-use, out-of-the-box SaaS solution, globally available and supported; offering integrations between modules and with other platforms’.

Bynder’s onboarding team worked with Keune to optimize the structure, look and feel of their portal; complete with a custom URL.

Brand, product and campaign assets are accessible 24/7, globally, and all in one place. Users are able to group assets into Collections, use naming conventions for uniformity and searchability, and control who may view/use assets with role- and permissions-based access.

Via Keune’s Brand Portal, distributors are able to access all materials three months before any product or campaign launch date, and can localize and print content for salon partners’ fashion weeks or conferences, for example, via the Brand Templates module (dubbed their ‘Creation Center’).

Keune has created 300+ customizable templates for localized marketing materials that are always on-brand. “It helps us and our business partners to focus on our/their own business.”

Bynder integrates with Keune’s Content Management System (CMS) Episerver, and is configured in a way so imagery may ultimately be pulled directly from the DAM to the website. “It’s becoming more and more important to get tools integrated with each other, and Bynder is a good solution that’s able to extract that data.”
Teams using Bynder

Bynder DAM

Internal teams
- Local marketing teams
- Brand management teams
- Graphic Studio
- Education Studio

External teams
- Own entities
- Salon partners
- Distributors

Brand Guidelines
Print Brand Templates
Brand Templates
Creative Workflow
CMS integration
Key benefits

Beyond asset storage – ‘preserving brand equity, worldwide’
Keune’s Brand Portal is now the home of their brand. With all approved brand assets easily available, it’s easier than ever to consistently promote the Keune brand, values and story to an ever-growing global audience.

Beyond asset availability – empowering distributors and their clients
With anytime, anywhere access to the latest files via the Brand Portal, all distributors are now self-sufficient—a superior, and scalable, client experience. Keune’s in-house creative agency now has less ad-hoc content requests to fulfil and doesn’t worry about compliance with brand guidelines.

Beyond asset sharing – optimizing workflows and boosting productivity
Previously, finding and distributing assets was ‘complicated and time-consuming’ for Keune, with room for ‘risks and mistakes’. A new system in place resulted in new and improved workflows, and, ultimately, ‘more time for employees to do their actual jobs’.

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In the past, we would do a rollout in the Netherlands, and then share everything via email and WeTransfer: at different times, and by different people. This process has improved so much with a solution like Bynder. Now, I feel we’re closer to the market.

Mark Eggermont
Branding Automation Administrator, Marketing Team
What’s next for Keune?

**Giving more salons access to the Creation Center**
Keune’s salon partners do not yet use Bynder, but are indirectly serviced via distributors. Soon, selected salons will have access to Keune’s Creation Center, where standardized materials and customizable templates are available.

**Maximising Bynder x Episerver**
Keune’s website runs on Episerver, which was recently integrated with Bynder in an effort to plug content directly to their global sites. Product imagery is already stored in Bynder, and while the integration is configured so web images can directly be pulled from the DAM, this is still a work in progress.

**Playing around in the Bynder sandbox**
The sandbox is a risk-free, trial environment. With the help of Bynder’s onboarding managers, Keune’s Branding Automation Administrator is hoping to build a ‘Brand Portal 2.0’ in which he can test out new ideas.
Everyone can find whatever they need, whenever they need it.

The local marketing teams are happy with the fact that they have easy access to files, and for us, it’s ideal to not have to worry about brand consistency.

Mark Eggermont
Branding Automation Administrator, Marketing Team