

Customer story

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



“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

Background Keune

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.

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.

Keune's global and regional teams now enjoy on-demand, role-based access to the assets they need, when they need them. This has accelerated time to market and allowed Keune to maximize the value of its content for distributors and clients.

27,500+

assets stored

3,500

internal users

1M+

assets downloaded

300+

customizable brand templates

The Challenge

“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.

“No ‘single source of truth’ meant different (and outdated) versions of materials were in circulation, making it difficult to ensure brand consistency.”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

- ✓ 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





The need

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).

The Keune team wanted a better way to:

- ✓ Easily organize, find and share assets
- ✓ Promote brand consistency across global markets
- ✓ Empower partners to customize/localize and utilize branded content

The Solution

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'.

Bespoke Brand Portal

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

Centralized, selfservice digital assets

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**.

Partner enablement

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.

Scalable, on-brand content creation

Keune has created 300+ customizable templates for localized marketing materials that are always on-brand.

Useful integrations

Bynder integrates with Keune's CMS Episerver, and is configured in a way so imagery may ultimately be pulled directly from the DAM to the website.

“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

The 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’**.



“Everyone can find whatever they need, whenever they need it.”

– Mark Eggermont, Branding Automation Administrator, Marketing



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.

“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



About Bynder

Bynder goes far beyond managing digital assets. Our AI-powered 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.