bynder ✕ MOLSON COORS beverage company

Customer story

# Molson Coors use Bynder's AI-powered DAM to boost speed-to-market for its 90+ beverage brands

# About Molson Coors

Molson Coors is one of the biggest beverage companies in the world. It was formed in 2005 through the merger of Molson of Canada and Coors of the United States.

From Coors Light to Carling, Blue Moon to Molson Canadian, Miller Lite to Staropramen, the multinational drinks company has been producing some of our most beloved beverages for over two centuries.

**Revenue:** US$13.8 billion (2023)

**Headquartered:** Chicago, Illinois, USA

# Background

Molson Coors has a portfolio of 90+ beverage brands serving millions of consumers worldwide. As the fourth largest brewer in the world, the business licenses and sells its beverages to a global network of distributors as well as bars, restaurants, and retailers.

Whether in-store or online, each of these distributors needs to be supported with relevant go-to-market assets (e.g., logos, product shots, barcodes) that enable them to promote and sell Molson Coors' products quickly, efficiently, and with maximum reach in its markets.

By leveraging Bynder's [AI-powered digital asset management (DAM) platform](#) at the heart of its digital content supply chain, Molson Coors effectively meets the demands of its distributors and customers, helping to maintain its world-leading position and continue to grow its revenue in today's digital-first economy.

**17,000+**
employees

**90+**
brands

**100**
countries where its drinks are sold

# Previous challenges

Before Bynder, Molson Coors used a different DAM solution and a collection of other systems to manage the digital assets. However, the previous DAM was no longer adequate for the company's unique use case. The folder-based file system and limited capabilities for linking product metadata to assets made it challenging for employees to find what they needed.

The lack of integration between its DAM and PIM systems also meant data needed to be manually transferred between the two, a slow, error-prone, and resource-intensive process. The overall result was slower go-to-market of its products, inconsistent processes from one market to the next, and spiraling costs/risks that ultimately impacted the company's revenue potential.

"There was no cohesive strategy. There were often duplicating assets because when people were searching for stuff and couldn't find them, it would be easier for them to go and pay an agency to create the asset again. This was not only inefficient, but it also created risks and cost us money we shouldn't be spending."

— Joao Donato, Senior Director, Product Solution Owner at Molson Coors.
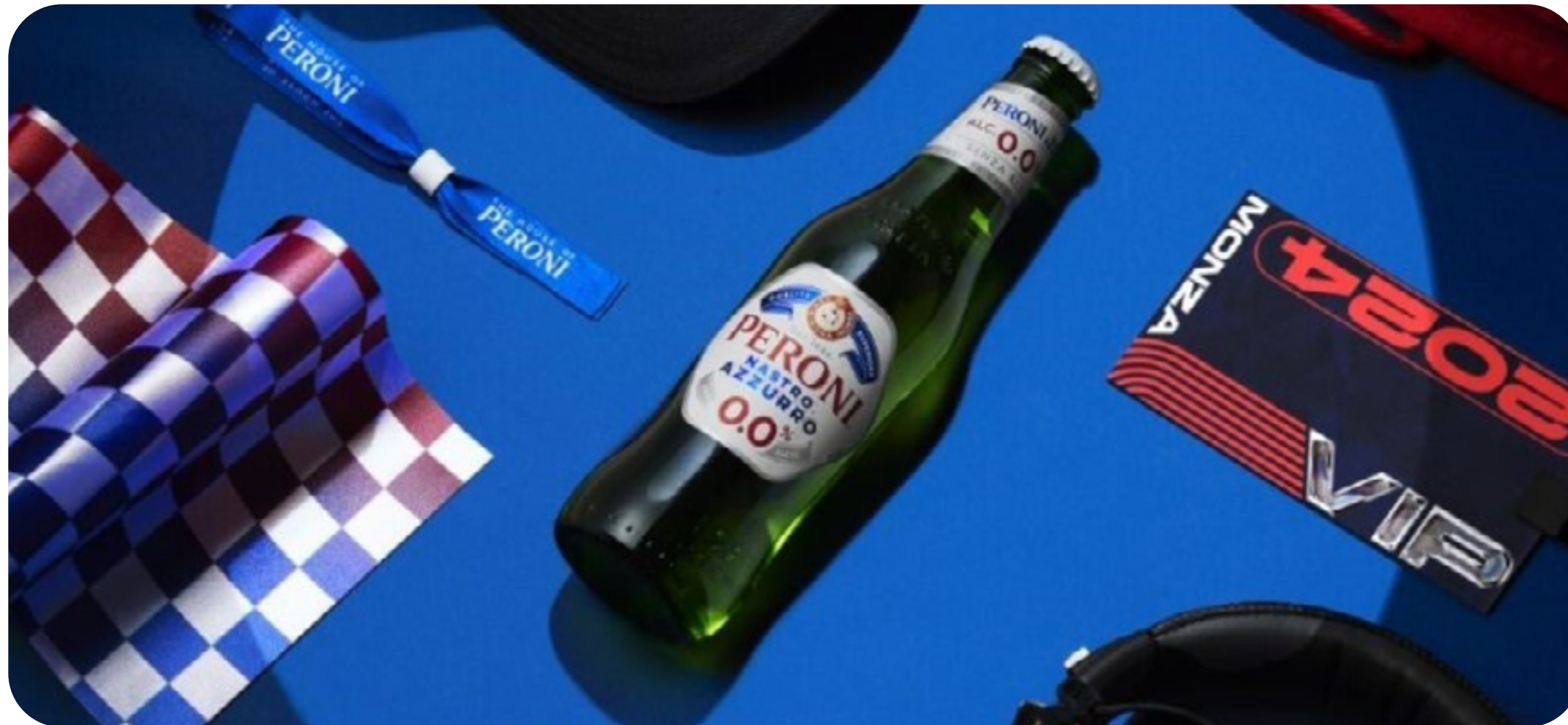
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# A new DAM journey with Bynder

Joao and his team knew a digital transformation was needed to speed up content distribution and ultimately thrive in the digital-first economy. After collaborating with 50+ internal stakeholders and recognizing the value and need for upgrading its technology, Molson Coors set to work migrating its 350,000+ assets and 10,000+ users to Bynder and replacing its previous PIM solution with Salsify.

The decision to switch to Bynder was primarily for the following reasons:

1. An intuitive search experience that made it quicker and easier for employees to find what they needed.

2. A filter-based file taxonomy with robust version and permission controls that better complemented Molson Coor's complex multi-brand (and market) operations.

3. Bynder's composability with other systems, including 100+ integrations with other best-of-breed solutions. This was crucial for scaling and automating manual processes, particularly with its PIM solution (Salsify).

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"**Productivity has significantly improved, especially for our field marketing team. They work remotely across North America, and finding assets quickly is crucial. Bynder's speed and ease of use have been game-changers for them.**"

— **Joao Donato**, Senior Director, Product Solution Owner at Molson Coors.

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# The transformation

Transitioning from a "folder-first" DAM to Bynder's "metaproperties-first" structure has been a major breakthrough for Molson Coors. The metadata assigned to each asset in Bynder ensures key information such as licensing/confidentiality rights, regional market rules, and asset version histories are quickly accessible for employees, enabling them to do their jobs more productively.

With Bynder as its single system of record seamlessly integrated with Salsify PIM, Molson Coors has established consistent, automated, scalable processes that reduce market silos and manual processes, ensuring its assets are sent to customers as efficiently as possible.

### Seamless data exchange between DAM and PIM

By connecting Bynder's AI-powered DAM with Salsify's PIM, employees no longer need to manually transfer product data between the two systems. Key information such as product barcodes and artwork are automatically synced, preventing the use of out-of-date content and eliminating human errors. This has also significantly improved the speed-to-market of its products across channels.

### Advanced version controls

Particularly useful for Molson Coors' expansive brand and product portfolio, Bynder's version controls enable employees to quickly see an asset's chronological history, updates and edits made, and archives of previous iterations. Now, they have peace of mind that they're always using and sharing the latest assets with distributors and customers.

### Faster file-sharing

Whether it's internally or externally, stakeholders can share assets directly from Bynder. The Collections feature has been invaluable in organizing similarly themed assets together (i.e. for a new product launch) and sharing them in bulk quickly and securely.

"A big priority for our business is offering as many products to maximize your potential and revenue in any given market. By removing as many obstacles as possible between us and our distributors, Bynder is definitely influencing our revenue potential in the long run."

— Joao Donato, Senior Director, Product Solution Owner at Molson Coors.

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# Harnessing cutting-edge DAM capabilities with Bynder's AI Search

Two years after the initial onboarding, Molson Coors implemented Bynder AI Search, a suite of AI-powered features that deliver a smarter search experience in a fraction of the time. So far, it's been a game-changer for the business.

**No more duplicates**
Duplicate files are automatically flagged and removed upon upload invaluable when various teams are using the DAM across multiple markets. Employees have peace of mind that they're using the correct assets, and less time is spent manually auditing the DAM to keep it clean.

**Automating manual tasks**
Bynder's text-in-image searching has been transformative, particularly when managing product packaging assets. Product barcodes are automatically detected within images upon upload, and a dedicated metadata tag is then created for fast findability. Now, product assets can be shared with distributors and customers in record time.



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**Smarter discovery**
Similarity Search automatically detects and groups visually similar assets in the DAM, allowing employees to quickly find what they need without specific keywords. For a company of Molson Coors' size and product range, this has been instrumental in shortening search times and maximizing content reuse.

*"Before, assets were often scattered in one folder. With Similarity Search, we can see all related images together, making it easier to filter and manage."*

– **Joao Donato**, Senior Director, Product Solution Owner at Molson Coors.

"**Bynder's speed and ease of use has been a game-changer. Our employees are more productive, and we're happier using the system compared to before.** I think this is crucial, as this has helped us to then focus on more strategic and creative work."

— **Joao Donato**, Senior Director, Product Solution Owner at Molson Coors.

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# 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.**

Unite. Create. Thrive.