GROWTH STORIES TOLD BY THE BRAND MARKETERS WHO ARE LIVING IT WITH BYNDER.

BRAND GROWTH PLAYBOOK

Key steps to ensure that your content and brand grow as your business evolves.

bynder

Brand growth can mean many things.

- **Brand awareness is growing**
- **Business is growing**
- **Business is *evolving***

Even market leaders and iconic brands need to shift and adapt to keep pace with the changing tides of consumer behavior. This means letting go of the old way of doing things and exploring new strategies and new ways of working.

Speed is essential. Everything today is on-demand due to our insatiable need for products via technology. Connected homes with Amazon Alexa, food delivered to wherever you are with Uber Eats, buying stocks at your leisure with Acorns, and the list goes on.

It's not simply that consumer behavior has changed. It's that consumer technology has dramatically and irreversibly changed the minimum expectation we have for brands.

If your team is unable to meet today's 24/7, on-demand consumer expectations, it could be the difference between your brand thriving or merely surviving.

ezCater, a company founded in 2007, grew exponentially in the last 5 years as they focused on global growth. They understood the importance of brand consistency so they invested in original, authentic imagery over stock footage so they could drive conversions on their platform.

Then there's King's Hawaiian, a household name in food and beverages. Founded in 1950, they took steps in 2019 to better align their brand with the lifestyles of modern consumers. This has enabled them to stay competitive and become part of more important moments in families' lives.

Brand growth brings challenges in many areas including content management, external collaboration, and brand consistency. Which brand growth challenges are you facing and how can you get ahead of them?

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Know the value of your content now— and its future value

Content is a fundamental part of your brand. Your written content, imagery, videos, and audio are among your most valuable business assets, helping your brand boost its visibility and cut through the digital noise to create meaningful and repeatable connections with customers.

Content development needs to work for your brand, not against it. For maximum impact, you not only need to bring it to market but you also need the ability to easily re-use and distribute everything your team creates.

Companies like fashion platform Moda Operandi are increasingly ramping up their investment in branded visual content. Bynder helps them take the stress out of managing their fast-growing asset library, giving them back time to make their photos more creative and more representative of their mission as a luxury brand. It also means they can keep their content in step with emerging trends, which is crucial in the competitive fashion industry.

Growing your brand means finding new ways to approach your asset creation, consistency, and approvals process. With a centralized content platform, stakeholders both inside and outside your creative team can collaborate and access content on demand, meaning faster time to market and increased efficiency for your organization and external partners.

"Speed to market gives Moda Operandi the cutting edge, cementing our brand as the go-to site for what's next in fashion."

- Kimberly Jauss,
Senior Editorial Retoucher/DAM Admin,
Moda Operandi

Pathfinder INTERNATIONAL

"Photography is a huge part of our brand. All our collateral—from brochures to social media posts— relies on powerful, emotive photography. Without a system to filter and tag our thousands of photos, we were only accessing a small percentage of our entire library of images."

- Maggie, Pathfinder International

"Part of building a brand is building that trust with the brand. Our imagery and videos are a great way to build that trust. The more assets we have that we feel really represent us or represent what we do— the better."

- Michelle Boornazian,
Director of Marketing Communications,
ezCater
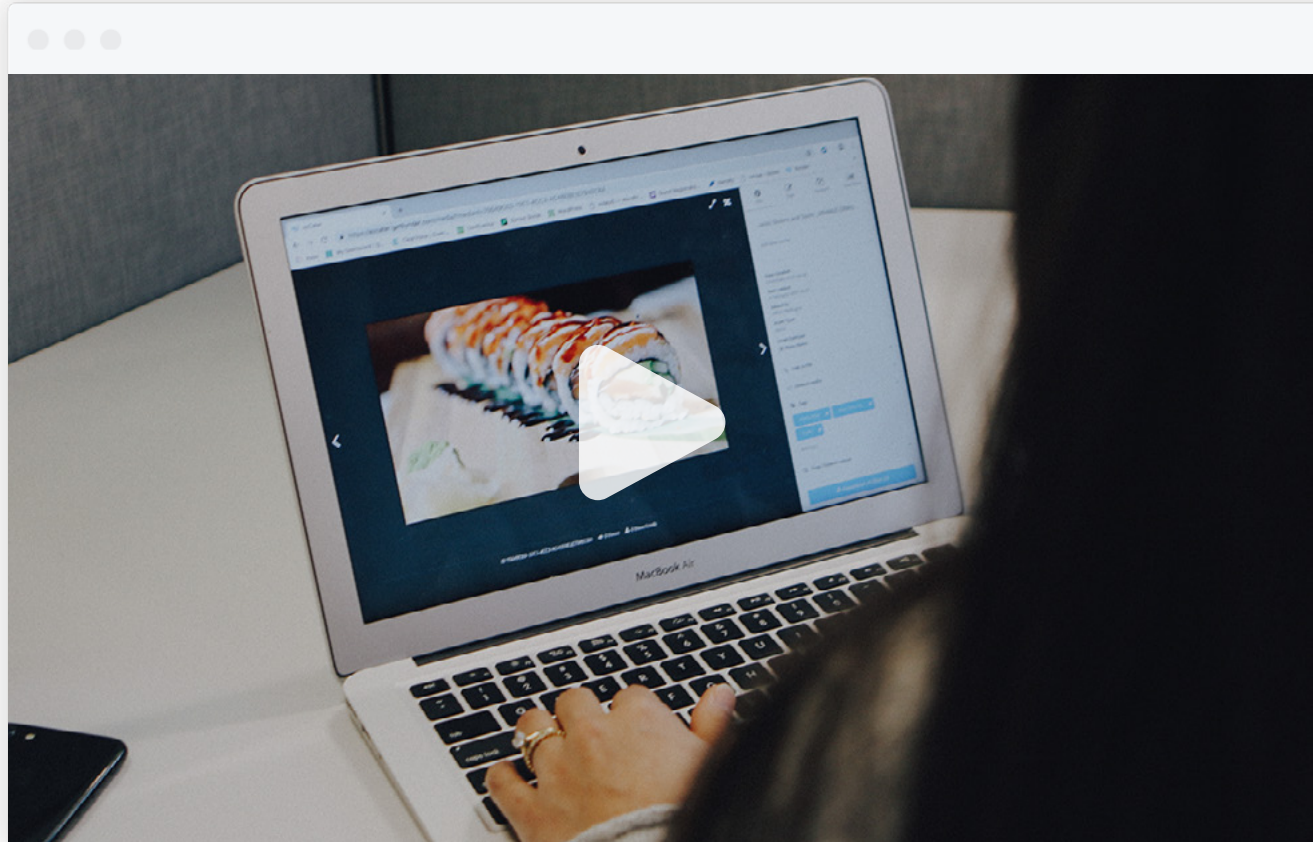
Key takeaway

When you're creating branded content, you need to first find out where your customers spend time online and build trust in your brand. By starting with the outcome you want to achieve with your content you can work backwards and create the assets that will attract your ideal customers.

2

Know your area of greatest opportunity

When you're looking for technology solutions to grow your brand, your area of greatest
opportunity may stem from your area of greatest need or frustration.

Speed up time to content

Problem:

Companies continually face the challenge of getting their content to market fast enough to stay ahead of the competition. If content is slow to find, approve, and distribute across marketing channels, this has a negative impact on sales and growth.

Solution:

Increasing the speed of the upstream part of creative workflow allows for faster review rounds and content approval. A modern, comprehensive management system allows internal teams and external partners to find assets faster and share them in the right format, meaning the whole process becomes faster with on-demand delivery.

PUMA

"Before Bynder, we had a whole host of issues that made it very difficult to work with digital assets. These included low upload and download speeds. We couldn't connect to our previous platform from outside of the office. We couldn't have some of our external partners access our documents and really collaborate in the management of our assets. We just needed something that would help us live up to the expectations of this new brand mantra which is 'forever faster'."

- Eduardo Gallegos,
Global Marketing Planning Manager,
PUMA

"We thought it would be insanely helpful and useful if we created a repository of images and brand assets that were searchable and people could find easily."

- Michelle Boornazian,
Director of Marketing Communications,
ezCater

Gain control over your content

Problem:

Keeping control over the distribution of brand assets is critical to ensure consistency of content and brand reputation. Many companies struggle with systems that allow anyone and everyone to upload and access files, which frequently means old assets get used, or current assets are used in the wrong way.

Sharing incorrect or outdated product information negatively impacts the end customer's buying experience, which has a trickle-down effect on the brand's reputation.

Solution:

Smart digital asset management technology allows companies to keep control over their content assets.

This ensures a better upload experience with mandatory tagging for easy tracking. It also means that companies can ensure their content is visible/accessible to the right people at the right time with flexible usage rights.

Ultimately, the current versions of brand assets can be accessed instantly for integrations and projects/campaigns meaning faster time to market with minimal risk of brand damage.

Turn creative process into creative progress and performance

Problem:

For busy companies that are growing fast, there can be too many projects in the approval queue with no visibility into priority.
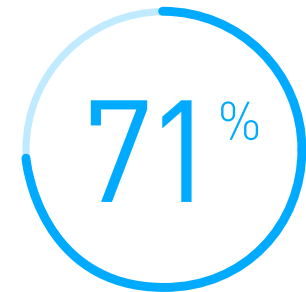
Even simple content that takes a couple of days to create can take months to find its way to the front of the line, get approved, and get published. In fast-paced industries, this can mean content is outdated before it even gets to market.
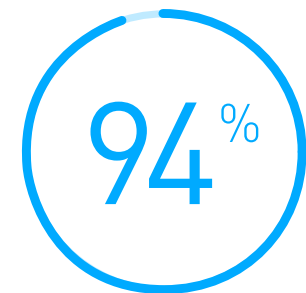
Solution:

Create visibility in the company workload. With the ability to prioritize requests, track the status of asset approval, and see who's responsible for pending tasks, companies can experience faster and more constructive review cycles with greater transparency across their organization and partner agencies.

71%

of customers saw a faster approval process with Bynder

94%

of customers create assets faster with Bynder

Key takeaway

What are the greatest pain points around content creation and distribution? Which of these situations resonates the most with your team? You don't need to tackle everything at once, just focus on the number one challenge that stands in the way of scaling and greater efficiency. You'll be pleasantly surprised at how the small wins lead to bigger wins!

3

Vision

Your company has a brand vision and a slogan, but what's your vision for content when that vision is rapidly becoming a reality? How will you execute your content, and how will it align with your brand and relate to customer engagement across digital channels?

Having a firm vision of how your content will be created and distributed in terms of messaging, marketing, and objectives is a key part of your growth roadmap. Will you be relying on your website, paid campaigns, or social media to get your content to your customers? What implications does that have on your tech stack?

Marketers are more reliant on social media than ever, but 65% feel that frequent algorithm changes are a major threat to online brand engagement.

Most algorithm changes are made to improve the user experience, so they work in favor of companies that have a healthy content strategy that's engaging and increases the value that users get from the platform.

"Optimization has always been in our DNA. Within the brand team, we saw a major opportunity to streamline the way we worked with branded content and digital assets."

- Thierry van Keeken,
Visual Brand Boss,
Coolblue

For companies like EVBox, building and maintaining their brand as they expand their global footprint means aligning this growth with their brand story and the value-added content they create for consumers.

"Creating a consistent brand story is extremely important" - EVBox

66% of marketing decision-makers say they will be investing more in creating branded visual content than they did in 2018 to help them increase engagement and stand out from competitors.

Investing in targeted, personalized content to enhance the customer experience across channels such as emails, loyalty programs, and e-commerce stores can all give your brand a competitive edge.
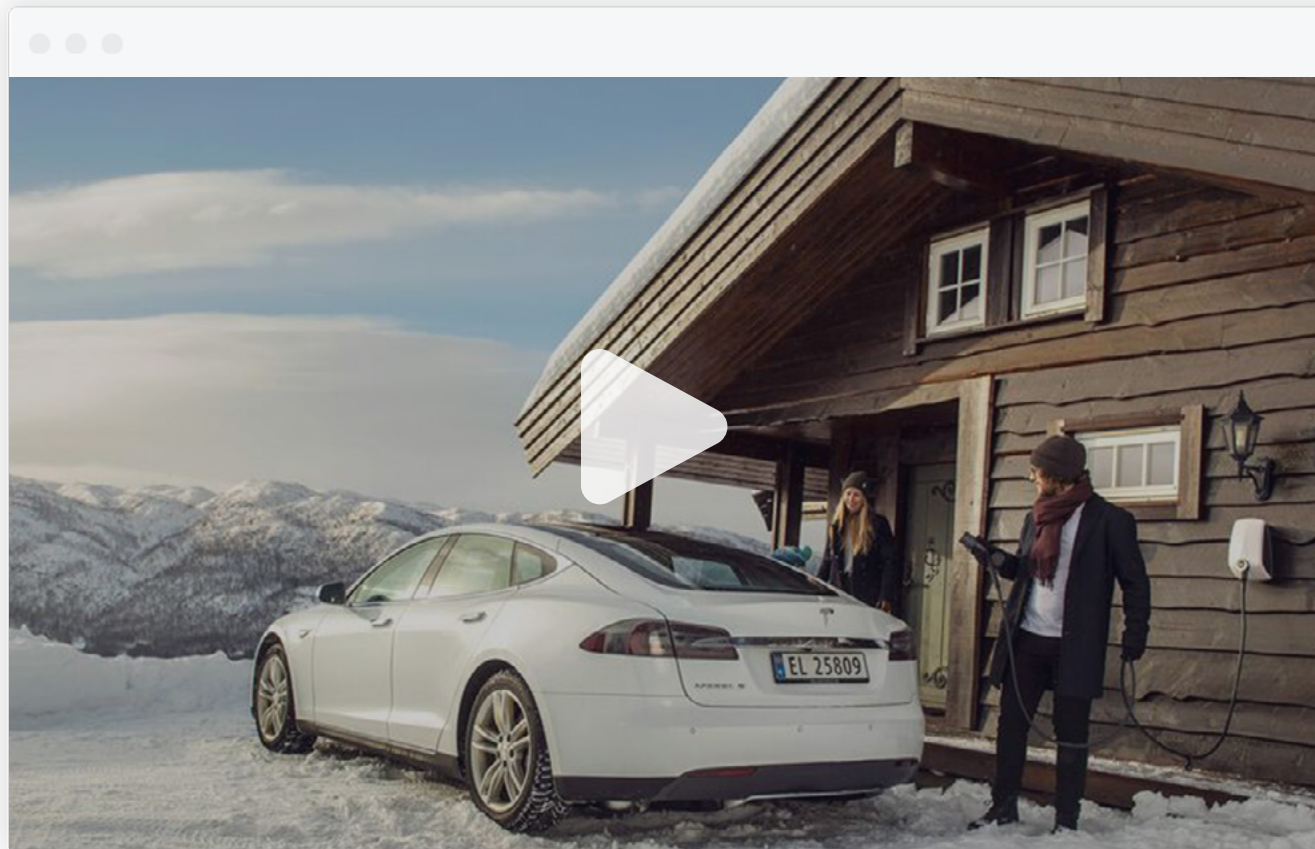
Key takeaway

Having a vision and strategy for your content creation is important. But even more important is knowing how well your content will be organized, defined, and executed upon once your vision and strategy take flight.

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Future-proof your brand

When it comes to marketing, you can't predict the future. What you can do is make smart choices that work hard to future-proof your brand.

Messaging and visuals

Netflix has never had to rebrand to a new name because even before they dominated content streaming their name suggested it. That's future-proofing. They did, however, have to **change their logo set in 2016** to adapt to social channels and app stores. Every brand at some point needs to reshape, rethink, or refresh how its communicated to the world, but ideally, this only occurs every 18-24 months, and future-proofing visuals, messaging, and content management helps achieve that.

"Branding consistency helps us create more brand equity across the globe. People recognize our brand—and having the right people, processes and technology in place enable that global brand recognition."

- Molly Catalano,
VP of Marketing & Communications,
Five Guys

Tech stack

Thinking about building the right tech stack for your company means you need to visualize what scaling your company will look like, and then align this to your marketing roadmap. You need to choose tech platforms that are built to scale with you and align with your brand growth ambitions.

"One of the most important parts of being a leader is to remove walls for our people so that they can move fast and do their job the best that they can. A lot of times, especially in today's world, that means finding technologies that help. So something like Bynder is one of those tools that has really helped my team and my people."

– Michelle Boornazian,
Director of Marketing Communications,
ezCater

Expansion

Brand growth brings with it the challenge of expanding into new markets. Your infrastructure needs to be ready to expand alongside this. If you're looking to move into new geographic territories or audience demographics, your company will face the pressure of creating and distributing localized and/or personalized content as part of your marketing efforts.

How future-proof are your existing systems when you look at your own brand growth goals?

"At EVBox, we have a motto that everything we do and decide must be international, scalable and future-proof. When looking for a DAM, we chose Bynder simply because it fits this criteria."

- EVBox

"Bynder is future-proof because its features and integrations are always evolving."

 - Hugo Pereira,
VP of Growth & Strategy,
EVBox

Key takeaway

Future-proofing your brand for sustainable growth means ensuring your brand identity, your technologies, and your operations are capable of expanding and evolving alongside your business.

Monotype

"We wanted something that would make people excited—something that could represent the brand we wanted to be, and scale with the demands of a growing company, without becoming quickly outdated."

- Addy Procter,
Product Marketing Specialist,
Monotype

5

Get your operations in order

"Before Bynder, there were no clear rules about managing assets, and we didn't have enough space for everything. With files stored all over the place, we lost a lot of time searching and forwarding images."

- Alpro

There's a point in every business where progress overtakes your current systems, and when that happens you need to get your operations in order to smooth the way for growth.

It might be that your company headcount has increased, or there's been a change in marketing leadership and direction. Perhaps you are bringing all creative in-house, or perhaps you just signed some agency partnerships to outsource production of key content. These are macro signals that trickle down to how your projects are approved and get to market on time and on-brand. If excess time is taken for every little dynamic within your operations, there's a risk that your tech and processes are mismatched, and the customer experience will suffer as a result.

Plant-based food company Alpro found themselves struggling to manage and store their digital assets as they grew, resulting in wasted time and money.

With multiple stakeholders and agency partners demanding assets for campaigns and marketing, Alpro realized they needed a more powerful solution. Choosing Bynder was a no-brainer, offering unlimited storage space, secure, flexible access rights and instant sharing of content for internal and external parties.

No matter if your content and assets are managed in-house or by an agency, they need to be easily accessed to ensure the fastest time to market.

Your company might also look at hiring a brand producer or a content manager as it grows. It doesn't need to be a trained "DAM Manager" but it does need to be a single driver of content production and governance for your brand.

Key takeaway

Successful brand growth means your operations need to be in order to ensure efficient creation, distribution, and control over your most important brand assets.

"We didn't have a single central repository for all our documentation and datasheets, manuals and everything. These assets were stored all over— in a Lotus PDF library, network servers, Box or Dropbox accounts."

- Dan Lauer,
Web content specialist,
Omron

BRITVIC

"It's not [just] about the technology. This was a bit of a change for Britvic in relation to not only processes but obviously having a champion network, how we work with our agencies on our assets so there were many different elements that we needed to involve from a Britvic point of view."

- Jonathan Ansell,
Digital Marketing Ops Leader,
Britvic

6

Forego handcrafted for automated

Teams love doing things manually when they're small. This keeps costs down and means everyone has their finger on the pulse of exactly what's happening in the business. This "handcrafted" approach is woven into the brand and likely contributed to its success. But how does that unique approach continue to scale?

Every brand and team outgrows this handcrafted approach. Brands do things that don't scale when they start out, but this can quickly become too much to manage. If your company has reached this point, you need to identify the areas of your business that will scale. As your business grows—your marketing maturity needs to keep up.

While you may have no immediate problems, it's important to have systems in place that can deal with any brand growth issues that might be just around the corner. Ask yourself: where could we introduce a self-serve system where right now it still requires a human touch?

Online catering marketplace, ezCater, faced a rapid global expansion in 2018. It was critical that they had foundational tech in place to manage their content assets and prepare for what lay ahead.

"Before it was just kind of manual. Going through a Google Drive where there was no naming convention, so you couldn't really search anything—you just hope for the best."
- Michelle Boornazian, Director of Marketing Communications at ezCater

Putting Bynder in place was a strategic move that enabled ezCater to better control their brand in this high-growth phase, and gave their organization a central place to create and access approved digital content.

"Bynder gave us the perfect space to grow into. We needed something for a marketing team at a growing company. And I think it was exactly the right size and functionality for what we needed."
- Michelle Boornazian, Director of Marketing Communications at ezCater

Key takeaway

If your company is heading towards a phase of expansion and brand growth, manual systems won't be enough. Finding the right technology allows you to maintain that branded and handcrafted approach to quality, but in a much more automated fashion, giving you the runway to grow alongside the business.

"We wanted something that would make people excited – something that could represent the brand we wanted to be, and scale with the demands of a growing company, without becoming quickly outdated."

 - Addy Procter,
Product Marketing Specialist,
Monotype

7

Gather stakeholder requirements for tech

Your vision of your future brand, content, and operations will influence your tech requirements. And it's a team effort that must consider cross-functional stakeholders; part of knowing how you'll reach your future state is knowing who's going to help get you there.

Most successful requirements gathering exercises start with the simple question: what do you want the system to do? Chances are this will yield a laundry list of desired capabilities, but from there you're able to see the common threads and understand what is a must-have and what is a nice-to-have.

zendesk

"We gathered our internal stakeholders but also external stakeholders, which are various teams in marketing. We got our team's buy-in: what do we want to pitch to stakeholders? Then we got stakeholders buy-in: what do you feel like you need in this tool to get from us?"

- Zendesk creative team

In a recent study, 93.8% of companies felt it was important to invest in emerging technology to improve customer experience and engagement. Having a digital asset management solution as part of the tech stack was seen as a reliable investment that helped companies grow while aligning with their brand identity.

Identifying the "right tech" to serve as an extension of your brand is one of the biggest challenges your company will face as it looks towards the future. When you're gathering stakeholder requirements for new technology, you need to ask key questions before you invest.

Such as:

- What will you need your tech solution to do?
- What functions within your brand will this solution be servicing: brand, product, campaign, sales, demand generation, communications? Typically it starts with 1-2 and grows over time to encompass all.
- What will make life easier for your internal team and external partners?
- What will get our content to market faster and to more channels/markets?
- What will a successful outcome look like for your team?

"Although Bynder was more of a challenger in our pre-selection of a DAM provider, I'm very happy that this project ended with us choosing its solution, as users have adopted the tool very quickly."

- Groupe SEB

"We wanted something that would work in Dubai as well as it does in Kansas. That's what we wanted in a DAM."

- Lauren Lewis,
Director of Marketing & Communications,
Five Guys

Questions to ask before we began the DAM search

What are we hoping to accomplish with this site?

How will we implement it with no developers?

How will we put our brand stamp on this thing?

Who gets access?

Should this be our source of truth for all things brand?

How will we keep things up to date?

What if people find the thing they need, but need certain edits?

Should we include rules?

Key takeaway

The growing number of tech solutions on the market is overwhelming. Your company needs to ensure its tech investments are reliable and aligned with both the needs of your organization and your brand identity. The best way to start is by asking: what do you need in order to work with assets more effectively?

8

Validate requirements against solutions

"We are really focusing on integrating Bynder with key tools to save time, enable continuous optimization of assets, and reduce the amount of tools that people need to switch between."

- EVBox

Validating stakeholder requirements and user journeys can be tricky. Do you research new tech yourself, or with the help of consultants?

Whichever route you decide on, you need to use your requirements as a litmus test and break down your company requirements into must-have and nice-to-have features.

All DAM vendors offer different features that align with different growth paths, and it's important that you can communicate and validate the features that are most important to your company. Beyond DAM, there are hundreds of products that cater to specific needs in content management and creative production, but nothing centralizes and streamlines all marketing content like a robust DAM.

In the cases of EVBox and Omron Automation, it was essential that they both found a digital asset management system that integrated with their existing tools to enable growth and save time.

OMRON

"One of the biggest drivers during our vendor selection process was the fact that Bynder had the out of the box API connection to SDL Tridion. We ultimately ended up selecting Bynder as our digital asset management tool to power all of the assets on our website."

– Omron Automation

Innocent drinks needed to revolutionize the way their teams managed, stored, and shared their creative. With Bynder, they were able to save valuable time searching and sharing content which streamlined their entire creative process.

"Rather than our users trawl through the network searching for whatever dark place creative had saved images, users can easily search and download whatever they want, whenever they want."

- innocent drinks

Every brand faces its own challenges when it comes to storing and sharing content. Using those challenges as fuel and inspiration for ideal future state user journeys will help narrow down the search and should produce a winner that will help your brand grow quickly and confidently.

Key takeaway

No matter which solution you and your company's stakeholders decide on, it's critical that you never take your eye off the original vision for what your content needs to achieve in the future.

"We've turned what was an outdated and uninspiring digital asset management process into something that the entire company can rally around and are excited to use as a part of their daily workflow."

- Monotype

9

Pitch the stakeholder requirements back to them, leading with solutions and benefits

When you're looking at getting stakeholder approval for a DAM system, it really is a marketing effort internally. You need to know your audience and know the benefits for each segment. As with any major tech investment, you need to showcase how this will start with a core group of users and has the potential to grow into a company-wide tool that benefits everybody. This will ensure you have the highest chance of securing budget and buy-in.

When Sofar Sounds were searching for a solution to their growth challenges, they looked at the key issues they needed to solve and how that aligned with each internal department. This enabled them to pitch the strengths of Bynder's DAM to individual teams:

- Asset control (to the content team)
- Security (to IT and management)
- Localization (to revenue positions in local marketing/sales)
- Endless possibilities with the API (web development and product team)

Once they'd broken down the user journey for each team, it was a "really easy internal sell" to get a yes to the new system.

With more efficient workflows, centralized assets, and a better user experience, Sofar Sounds have been able to scale and innovate without compromising on content quality or brand standards.

Key takeaway

Getting stakeholder buy-in means you need to focus on driving home the specific benefits for each department, in their own language, and showcase how they will improve workflows for every team member.

"The Bynder system is so self-explanatory that our team is always comfortable using it, and we trust that our assets are always stored safely."

– Stefanie Cools,
Management Assistant,
Alpro

MONS ROYALE

"Bynder has provided us with a place to visually see our vast array of assets, increasing their usage and, in turn, their ROI per use. We are also more easily able to share assets internally to support our global team and third parties such as retailers and media."

- Sarah Bartholomew,
GM Marketing,
Mons Royale

10

Invest

"The ease of use of the platform, the simplicity, it's really a no-brainer."

- Syngenta

Even the blue-chip brands only have so many resources when it comes to investing in brand impact. The previous brand growth steps will help you narrow down where those opportunities and investments exist so you can increase your creative output without breaking your brand...or your budget.

Wherever the opportunities for change and growth may be in your organization, the most important factor is investing in the right technology so you can see a rapid return on your investment.

Global fitness brand Nautilus chose to invest in digital asset management to help them with numerous growth challenges.

"Prior to using Bynder our team was faced with many challenges. Mainly, all of our asset archive was stored on an unsupported network drive that was difficult to keep organized, impossible to search, and accessible only to designers in our company building."

When current systems fail under the pressure of company growth, it's time to look at the ways your organization creates, shares, and manages its assets. You also need to ensure that any new technology investments will be easily and enthusiastically adopted by your team and partners.

NAUTILUS

"The ROI of Bynder is seen in the time it saves us, the increased number of assets in circulation, and the improved productivity of our design operations."

- Michael Robinson,
Creative Director,
Nautilus

"Centrally, we estimate that the Bynder solution has already saved us 10% of a full-time equivalent (FTE)."

- Claude Zennaro, IT DAM Project Manager, Groupe SEB

Key takeaway

Investing in foundational systems for brand growth can feel like a big step for any company. The most important thing to keep in mind is whether your technology investment solves the real challenges that your brand is facing and whether it can be easily adopted across your organization. The keys, in summation, are:

- Plan out content and its impact on business
- Envision the road ahead and how automation gets you there
- Understand stakeholder needs and user journeys
- Validate, invest, and implement!

Byndie Bot

Byndie Bot

Hi there!
Thanks for reading the Brand Growth Playbook!

Now that you've read the 10 steps, we'd like to hear what you have to say! So tell us, what's your biggest hurdle when it comes to content creation and governance?

Reply to Byndie Bot