

Multi-brand tech company THG harnesses Bynder's single source of truth to unify teams and boost operational efficiency



ABOUT THG:



Founded in 2004, THG plc has grown from a grassroots start-up to a global tech brand, providing a direct-to-consumer, e-commerce solution to some of the biggest brands in the world. As a key strategic partner to its clients, THG facilitates a multi-channel approach to brand building, customer engagement, and business growth rooted in its proprietary technology.

THG's content creation business, THG Studios, facilitates the creative and content needs of THG and its wide variety of sub-brands. Alongside its proprietary e-commerce software, Ingenuity, THG boasts an impressive roster of brands, including leading household names like Myprotein and LOOKFANTASTIC.

LOOKFANTASTIC alone has seen a 40% YoY growth in e-commerce in the last four years, with 10 million unique monthly visits to its 30 localized websites. With THG Studios fueling the creative content engine, THG's brands have grown to be world leaders thanks to smart brand storytelling, executing excellent campaigns, and delivering high-quality assets across all its customer touchpoints.

Founded: 2004

THG X BYNDER:

At a glance

Background: With technology at the forefront of its business offering, THG and its vast, global infrastructure relies on a multi-faceted approach to marketing its Ingenuity platform and wider portfolio. Services to its clients include everything from web hosting and content creation, to analytical reporting and anti-fraud measures.

Challenge: Stakeholders and collaborators were spread across an expansive network of different internal and external teams. As the brand's complete commerce solution rapidly grew, keeping separated teams synergized, creating consistent content, and ensuring the brand's messaging remained fluid was mission critical.

Solution: Bynder's Digital Asset Management (DAM), and a wide array of additional modules, enabled THG Studios to centralize its asset repository while simultaneously bridging the gaps that existed between both internal and external teams. With all brand assets stored in one location, stakeholders business-wide know where to find the files they need, with no risk of using outdated, incorrect, or off-brand assets.

40,000⁺
Assets stored

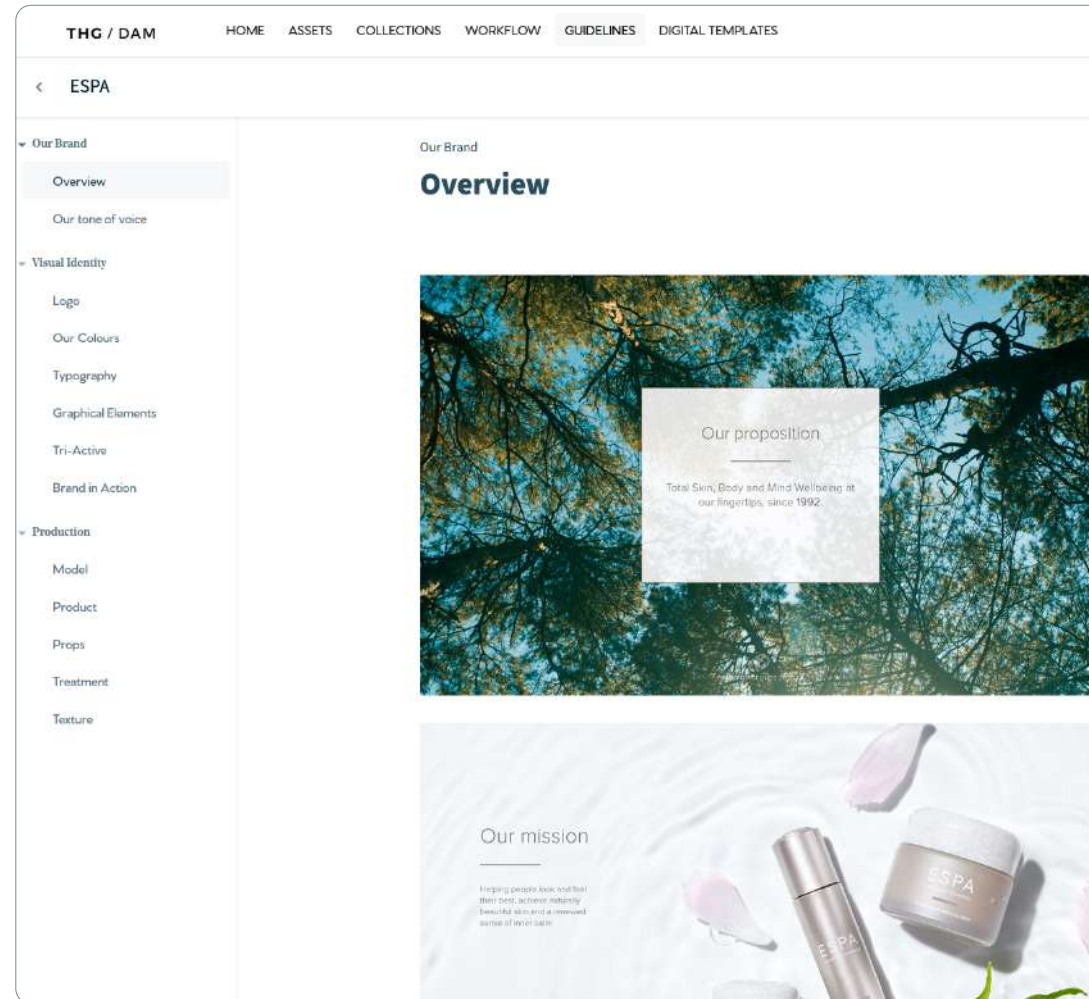
1,000⁺
Users

225,000
Asset downloads

The need for DAM at THG

With THG's complete commerce offering, its clients are capable of leveraging a wide portfolio of tools to build, nurture, and grow its market share. Benefitting from the same efficiencies as its own brands, Ingenuity customers via the Bynder DAM are able to share consistent, brand approved content throughout their organizations.

With a mixed structure of teams (both internal and external), there was a heavy reliance on using a selection of unreliable, third-party software to share and manage assets in various stages of creative development.



“ Our team was working with unconnected systems to manage our assets within the studio. While this approach offered some benefits in terms of flexibility, it also presented a number of challenges. For instance, using separate systems for different tasks often lead to roadblocks and inefficiencies that impacted our ability to collaborate. Moreover, this approach increased the risk of data loss and hindered file sharing across multiple platforms. In order to ensure smooth operations and protect our clients’ assets, we explored integrated and secure solutions for managing our studio’s workflows.”

Catherine Mellor

Director of Creative Operations and Solutions, THG Studios



Internally when assets had been created, they'd be handed off to other members of the marketing department, where they'd be stored either on a local hard drive or shared server.

While a shared server may seem like the logical choice for an accessible storage solution, in reality, it causes a myriad of problems.

Check out how fellow Bynder customer Edrington centralized and streamlined its workflows, boosting productivity by 30%!

[Learn more](#)

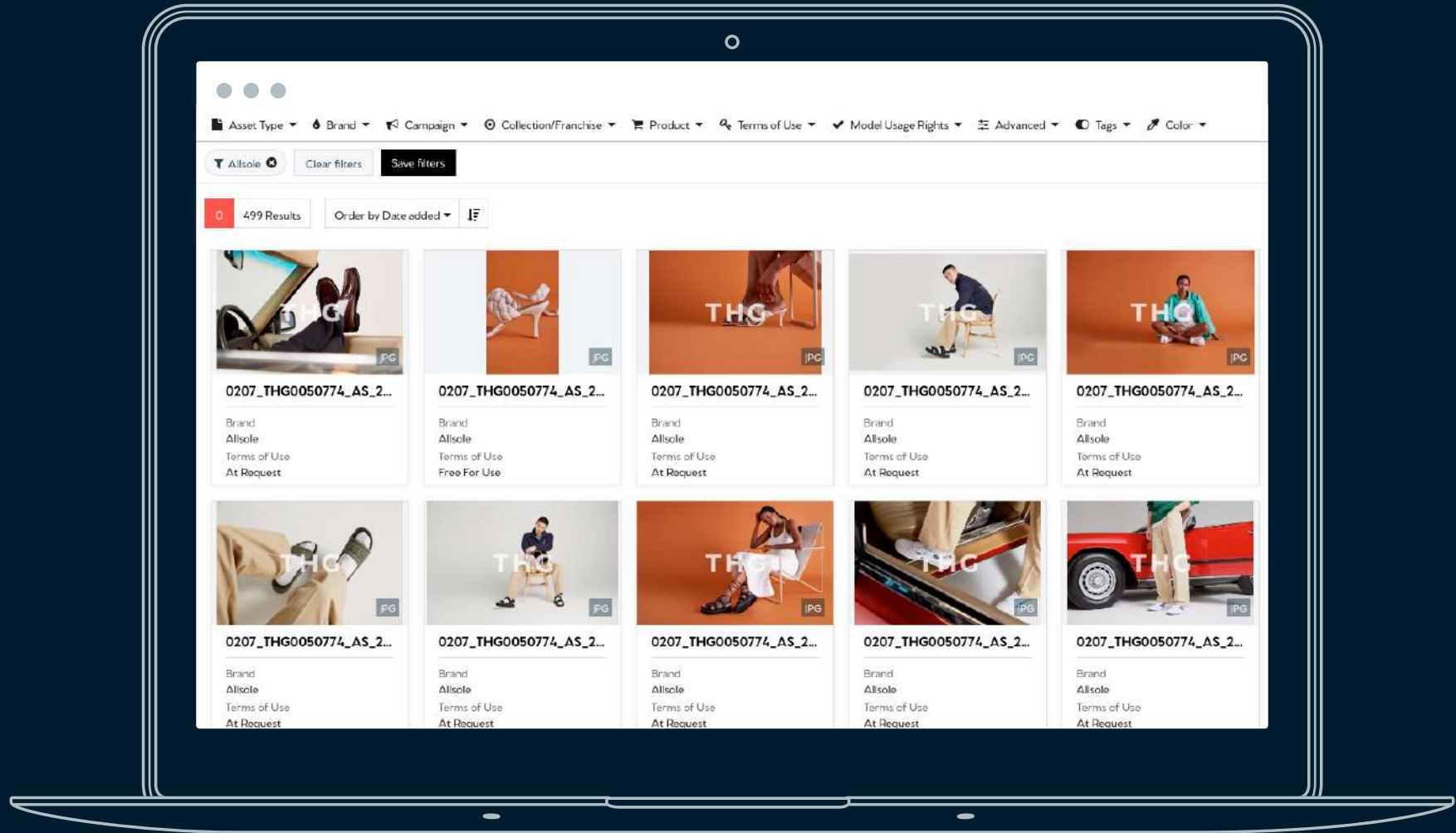
The decision - Why Bynder?

THG's position was certainly one that wasn't unique, with thousands of brands offering an incredible product but struggling to manage and streamline its own asset delivery processes.

“An important consideration for us was the user interface and its level of usability. We deemed it critical that if we were to present Bynder to creative teams, it would possess a visually appealing interface and offer all the necessary functionality. In our assessment of other Digital Asset Management (DAM) platforms, we observed that several presented a steep learning curve due to their seemingly intricate nature.”

*All quotes featured in this story are attributed to Catherine Mellor, Director of Creative Operations and Solutions.

Searching for a DAM, THG knew it needed to win over its siloed teams and get creatives on board to get a new, efficient asset delivery process firing on all cylinders.



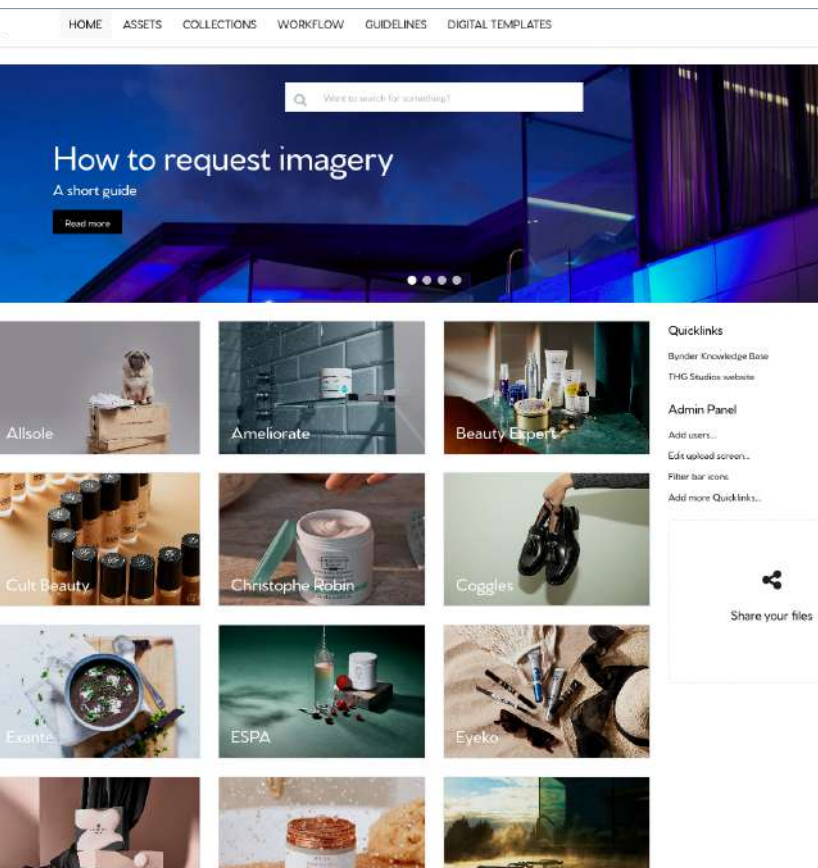
THG's Bynder DAM portal

For many brands, the initial onboarding process can be a deal breaker for whether a piece of software is going to be adopted into best practices or not. But with [Bynder's DAM](#), THG could see that the functionality of the service was complimented by a clear and easy-to-understand interface, enabling a smoother buy-in process from stakeholders. Plus, THG's need for rapid onboarding was reassured by countless [customer stories](#) detailing their own needs.

“The single sign-on capability in Bynder was a significant advantage, as noted by our security team. With this feature, all colleagues can safely access the platform through two factor authentication, which offers substantial reassurance in safeguarding the assets of THG and our partner brands.”

As a scalable DAM solution, Bynder is adaptable to the needs of businesses regardless of size, location, and industry. Bynder's portfolio of industry-leading security features ensures that brands can create and react to markets, safe in the knowledge that wherever in the world they connect from, their data is safeguarded.

In the fast-paced, ever-competitive digital environment of 2023, the ability to create and distribute reactive content in a timely manner provides a huge edge over the competition.



More than a DAM

“In addition to the core Bynder DAM, we have incorporated a range of modules and integrations to create a unified platform that connects our teams across the entire business. Through a dedicated integration with our PIM system, the workload is significantly reduced as all assets are managed and distributed from within the Bynder ecosystem, resulting in increased efficiency and streamlined workflows.”

THG can boast a rich asset repository with over 40,000 assets stored in the Bynder DAM. The implementation of Bynder's DAM technology has significantly reduced time searching for assets and teams across THG can now access assets instantly across the globe.

Discover how Draft Kings uses Bynder's DAM for all creative content and campaign assets.

[Learn more](#)

THG also uses a variety of other modules and [integrations](#), all connected to the DAM. Via integration with their Product and Information Management system (PIM), THG Studios can directly upload assets into Bynder's DAM, with a direct link to the PIM.

Plus, when working with external stakeholders such as freelance photographers, product photography can be automatically uploaded to the DAM and PIM, without needing third-party file-sharing or manual intervention.

“The integration of our PIM system with Bynder has resulted in a substantial acceleration of our speed to market. The immediate loading of product imagery into the PIM directly from Bynder significantly reduces our workload, as we no longer need to undertake the manual transfer of assets from one system to another. This streamlined workflow results in increased productivity and a more efficient use of our resources.”



About Bynder

Bynder's digital asset management platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive. We are the brand ally that unifies and transforms the creation and sharing of assets.

For more information, visit www.bynder.com