One Bynder customer found their teams were able to find digital assets 80% faster and increase asset re-use by 60%.

M&A activity on the rise
A survey of 36 executives across 47 countries showed they expected an uptick of mergers and acquisitions above US$10b in the near term.

Which means rebrands will be on the rise

74% of companies that acquire other companies rebrand within 7 years
40% of mergers opt to rebrand

The M&A integration process comes with a lot of work for teams, including extra marketing activities on top of business as usual.

What are the on-the-ground tactics and best practices for marketing teams when it comes to rebrands?

Communicate
Over-communicate where content is and also what the new brand guidelines are.

Provide access
Ensure self-service access to new and updated branding content for all employees (DAM).

Centralize
Unify marketing content and collateral in one single source of truth (DAM).

Digital asset management makes rebrands go much more smoothly
How DAM helps companies undergoing M&A-triggered rebrands:

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