

Marketing Manager Lisette Lykke Hansen wanted a system that ensures the use of brand guidelines with BLÜCHER's 5 subsidiaries, own salesmen in 8 countries and dealers and agents in more than 40 countries.



Our Time To Market has been reduced from 2 months to 2 weeks

The challenge

BLÜCHER is one of Europe's leading manufacturers of complete stainless steel drainage systems for domestic and industrial use and has subsidiaries in England, France, Norway, Sweden and Germany, own sales representatives in 8 countries and dealers and agents in more than 40 countries. BLÜCHER needed a solution that would organize their marketing materials, from product images and descriptions to office stationery and ads.

Before BLÜCHER implemented Encode they found their digital marketing materials through Windows Explorer and a large CD archive. The process was very dependent on the employees in the marketing department who controlled the archive and had to find and send material to the sales organisation. BLÜCHER also wanted a more consistent look in their marketing materials because the design had a tendency to change over time as it went through many creative, local people.

The solution

With Encode's Asset Library BLÜCHER has structured their marketing materials, which are now divided into subcategories, so that product images and drawings, logos and presentations can now easily be found in the right format and version. BLÜCHER has chosen to give the asset library three levels – agent/dealer, subsidiary and administrator – that have been given different access rights. The administrators have access to everything and can configure the system, while subsidiaries, dealers and agents have access to all the images, master templates etc. that they need.

BLÜCHER plans to use Encode's AdBuilder to ensure that their brand guidelines are used throughout the entire organisation. Master templates created by BLÜCHER ensure that all the information that subsidiaries, dealers and agents need is available in the system. The information is updated, versioned and requires a minimum of adjustment. This means that BLÜCHER's graphic designers do not need to complete

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Lisette Lykke Hansen
Marketing Manager



the print materials because the AdBuilder output is ready for print directly to the media or printing office. It also means that

BLÜCHER's subsidiaries, dealers and agents can spend time on other tasks and that ads, product sheets, office stationery and business cards get a consistent look across geographically separated offices.

BLÜCHER also plans to use AdBuilder to translate their marketing materials. Local translators in the countries where BLÜCHER has activities can translate the standard materials, such as brochures and ads, directly in the system and thereby save BLÜCHER both time and proof-readings.

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Why BLÜCHER chose Encode

BLÜCHER had contact with three suppliers of system solutions and chose Encode for several reasons. BLÜCHER wanted its own separately hosted system and they also wanted to use their own graphic designers. Of the three suppliers, Encode was the only one who could offer this independence. In addition, BLÜCHER considers it a benefit that Encode delivers a standard product, which can be customised. "The system is very easy to set up. In less than a day we had our own structure in the standard system", Lisette Lykke Hansen says.

The implementation of the system

BLÜCHER used Encode's hosting service during the first three months so that the waiting time on a server did not prolong the process. "It meant that we were up and running from day one and could begin moving images into the new system right away", Lisette Lykke Hansen explains. According to her, it is important beforehand to make decisions about the structure you want in the system. For instance, BLÜCHER spent time deciding on the categories, search criteria and placement of the images.

Two student assistants then spent about one month moving BLÜCHER's 4700 images into the new asset library.

The master templates, on the other hand, were placed in AdBuilder by BLÜCHER's own marketing employees and graphic designers because it is important that the users thoroughly understand the system. BLÜCHER also realized the importance of allocating resources

to implement the system because the more time and energy spent in the beginning, the more smooth the implementation process will run and the better BLÜCHER's employees will learn to utilize the benefits of the system. BLÜCHER's Danish salesmen have already had training in the use of the asset library and four months after the delivery of the system Lisette Lykke Hansen spent a month visiting BLÜCHER's five subsidiaries and teaching the employees how to use the system.

The implementation of Encode in a big corporation takes between six months and a year. Encode's short time of delivery is therefore important so that the implementation process can begin. It takes about one week from the moment a company decides to buy the system and until they have a basic version of it hosted by Encode.

Results

According to Lisette Lykke Hansen, with Encode's system BLÜCHER will be able to serve more markets with more materials using the same people. Master templates will ensure more consistent marketing and save the subsidiaries time. For instance, when BLÜCHER launched a new product September 1st, the product presentation had been ready for weeks in the asset library. In general, the marketing department's time to market has been greatly reduced, since the time it takes from they begin working on marketing material and until it is ready to launch has been reduced from two months to two weeks.