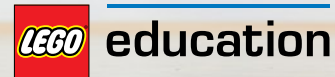




LEGO Education needed a solution that would result in better brand management and minimized costs for distribution and information management.



Optimal management of material for dealers

The challenge

LEGO Education, a part of the LEGO Group, develops education concepts for schools and kindergartens. Every year they launch new products with illustrations, directions etc. At product launches they sent out great amounts of material on CD-ROM to their around 100 dealers; a cost of about 400.000 DKK every time. If the material turned out to include errors these were corrected and the material was sent out to all the dealers once more. Old product images often occurred in the dealer's catalogues, and the marketing employees spent a great part of their workday finding information for dealers and sending it to them.

"We have a closeness with Encode that you don't usually get with a larger supplier"

Jinny Christiansen
Communications Manager



The solution

Earlier, LEGO Education used a partner site with a very limited functionality. In stead, LEGO Education Partnersite was developed based on Encode. The Asset Library ensures that all their dealers via the partner site can download information, texts and illustrations themselves, also in connection with product launches. The system also makes sure that only updated information and images are available.

Better brand management

Encode has made it possible for LEGO Education to manage their brand better. With Encode's Asset Library they have structured their marketing materials. These are now divided into subcategories so that brand manuals, ads, presentations, images etc. can easily be found. Master layouts with the LEGO logo and the distinctive blue colour ensure a consistent look.

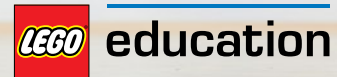
"It means that we can present ourselves much stronger as a supplier towards the dealers. And because all information is now available one place for everyone we are forced to consider exactly which information should be included. This, again, gives a more streamlined communication", Jinny Christiansen says.

Customized system

While Encode is an advanced system users can easily learn to use it and continuously make changes in the configuration. LEGO Education ordered a test site where they in cooperation with Encode could test the set-up before they changed the partner site. Jinny Christiansen is a competent user of the system and participated in the configuration of the system during the implementation, which has given her a good idea about its benefits. It is her experience that it is important to take time to get to know the system since it is time well spent. LEGO Education makes frequent use of the search function where search criteria adjusted to their specific needs make the process of finding material in the right version and format fast and easy, which has resulted in more structure and less waste of time.



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Benefits of the system

Besides the fact that the system can be customized to the needs of each customer it has the benefit that the same module can be used for a series of purposes and that the modules can be linked together. LEGO Education's use of the system is a great example of how Encode's Asset Library can be configured to serve different purposes. They use the Asset Library for everything from brand manuals to brochures, videos and images. In the product function the system has been set up to automatically pair product image and information, and a PDF file ready for print can easily be generated so that they in a matter of seconds have produced a product sheet to distribute to customers. From the Marketing Tools module the right type of marketing material can easily be ordered. The order is then sent on to LEGO Education's Marketing Communications department.

The system also has the benefit that changes in the system instantly become effective without having to shut down the system. For instance, it took ten minutes in cooperation with a project manager at Encode to make additions in the order module. The changes immediately were effective on the partner site.

Besides ensuring LEGO Education more visibility, the partner site functions as one centrally controlled location where all information is gathered. Jinny Christiansen explains that they have noted a side benefit in that the partner site is used as a tool by new

employees to learn all about the company and the products.

Results

Project Supporter Bodil Ullerup-Hansen uses Encode's system every day and one of her primary tasks is to make sure that the information on the partner site is always updated. In her opinion the system is very easy to grasp and a nice and easy tool to work with. Whereas she used to spend a great part of her workday finding and sending information, she now refers the dealers to the partner site and teaches them how to get the information there themselves.

"It has resulted in great time savings. We practically never spend time finding information for users anymore. They now find it themselves through our partner site, so many, many people benefit from the system besides the six people in this department", Bodil Ullerup-Hansen says.

That dealers now download information has practically eliminated the vast distribution costs in connection with product launches. Because the system automatically updates product images and information the risk of having old product images in catalogues has been minimised. Another important benefit is that information that was previously lost is now filed in the system in "Deleted Products". The system has given LEGO Education time and money to tend to other important tasks. As Jinny Christiansen asserts: *"The system takes care of the boring work so that you can focus on raising the level of the service you provide."*