



Bühler Group

Brand portal for a consistent branding experience and efficient communication

Every day, billions of people come into contact with Bühler technologies to satisfy their basic needs for food, mobility and communication. With around 11,000 employees in 140 countries, the family-owned Bühler Company is one of the world's technology leaders in grain processing for flour and animal feed, as well as the production of pasta and chocolate, in die casting, wet grinding, and surface coating.

CHALLENGE:

Improved collaboration in brand communication

In 2015, Bühler conducted a rebranding initiative intended to digitize selected communication and marketing processes. One of the initiative's goals was to run those processes on a single shared online platform. The processes included media asset management, marketing planning, central administration of adaptable templates, and shop article orders.

The wider goal of this initiative was to establish more efficient collaboration between local/divisional marketing teams and corporate communications. Bühler needed a way to make it easier to adapt brand communication to the regional markets to ensure their customer would get a consistent brand experience regardless of their location. Before the

rebranding, the marketing and communication teams managed advertising material and shop articles using multiple systems. What's more, each location managed their own marketing activities, making corporate communications complex. With locations all over the world and different systems in place, it was a significant challenge to ensure that guidelines and advertising material were always up-to-date and conformed to CI and CD standards.

SOLUTION:

Web-based brand portal available anywhere at any time

As a solution, Bühler implemented a global brand portal. In addition to branding guidelines, the portal also contains all relevant assets, including logos, images, documents, templates and videos. Thanks to the brand portal, these assets are available to all branches

and partners worldwide. The brand portal includes a web-to-print module where global users can customize templates for documents like advertisements and greeting and business cards. Any user can input locally relevant information, then print collaterals directly



The brand portal contains all templates and guidelines for corporate identity and design.

via the integrated print shop. Alternatively, they can download and forward them by e-mail (e.g. to a trade publication). The brand portal includes a marketing shop module that makes it possible for employees to order office materials and merchandising articles or have material printed directly in the copy center.

Simplified marketing processes

Bühler's new brand portal includes the integration of a media asset management solution which simplifies the management of images, videos and other files in a number of ways. Employees can find the assets they need faster, share



Thanks to the web-to-print module, templates can be easily adapted.

Results

- Faster and easier collaboration between local marketing divisions and corporate communications
- More efficient marketing and communication processes within the company and with external service providers
- Maximum use of media assets and easy adaptation for local use
- Consistent branding and empowered brand communication
- More efficient use of limited and valuable resources

large files – even with external parties – without an FTP server, and make overall workflows more efficient. Photographers can upload their images directly into the system and tag and assign them to the appropriate person for control. Approval processes are largely automated and the number of time-consuming feedback loops conducted over e-mail are significantly reduced.

The corporate branding and marketing team maintains and manages the system and its content without IT support. Because it's centrally managed, the information can be integrated and made uniformly available to all users worldwide. All employees around the globe have direct access with a simple login.

This guarantees that the brand is internationally consistent while improving the efficiency of corporate communication.



Employees access the central system with a simple single sign-on.

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