

# Café Royal

## Building a strong brand presence with a brand portal



Café Royal is a brand of Delica AG, one of Switzerland's largest coffee roasters. It's best known for its Nespresso®-compatible coffee capsules. The young brand is constantly expanding its range with new products, while also continuously developing existing products (e.g. developing new types of coffee).

### BACKGROUND

#### A strong brand with a growing portfolio

Café Royal operates throughout Europe. Its brand is characterized by sustainability in coffee production (respect for man and nature) and the highest coffee bean quality (exclusively Arabica and Rustica). The fact that Café Royal is constantly conquering new markets while expanding and adapting its product portfolio makes it particularly challenging to ensure compliance with corporate design and identity requirements. Even so, Café Royal knows that consistent branding is essential to maintaining its strong brand presence.

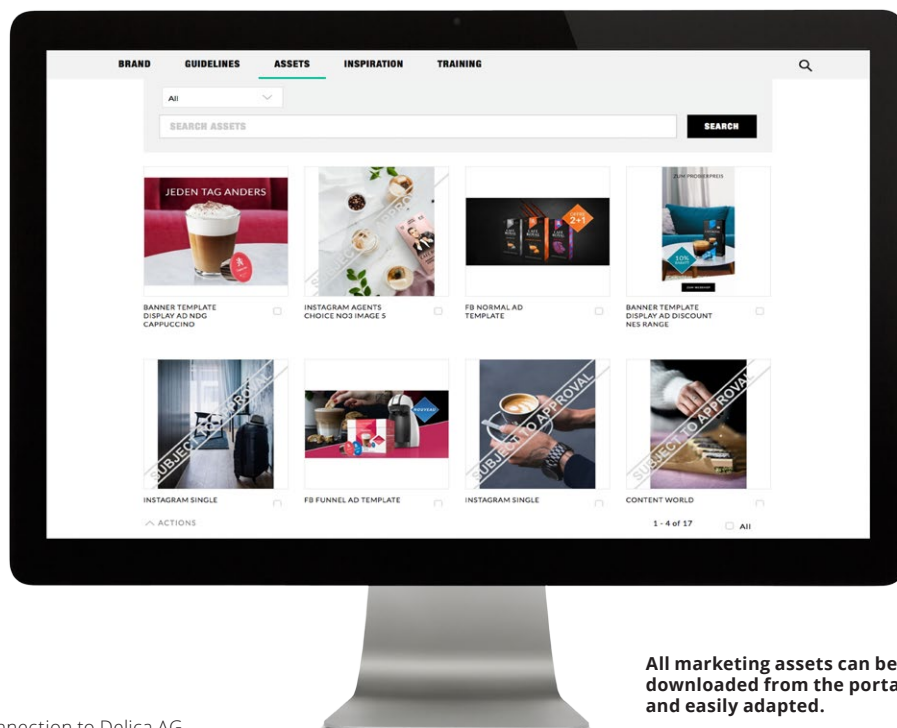
### SOLUTION

#### A web-based brand portal with all the right guidelines and assets

Leveraging BrandMaker's software, gateB developed and implemented a central brand portal that contains all marketing- and sales-relevant guidelines, assets, and templates. Within the portal, Café Royal employees can support their

strong branding with easy access to all corporate identity and design guidelines. These are available around the clock and can be accessed by all branches around the world. What's more, the brand portal is automatically updated when the corporate team replaces old assets or guidelines with new, updated, or supplemented ones.

In short, the easy-to-use portal makes it simple to find, download and, when appropriate, adapt any marketing-related asset to suit the needs of any local branch.



All marketing assets can be downloaded from the portal and easily adapted.

\* This brand belongs to third parties that have no connection to Delica AG.

portal also enables each branch to create new marketing collateral or to adapt existing ones to their local needs thanks to an uncomplicated and quality-assured web-to-publish feature. This feature leverages templates created by the corporate team. While the local branch can adapt customizable fields and images to their local needs, only the corporate team can make adjustments to the core underlying template.

To make it easier to find templates and assets, practical search functions (e.g., "my documents," "last used," "most used") are available. The portal also offers a best practice section where users can view best practice examples for marketing and advertising material. Additionally, the portal includes a training area where employees can learn the key functions of the portal.

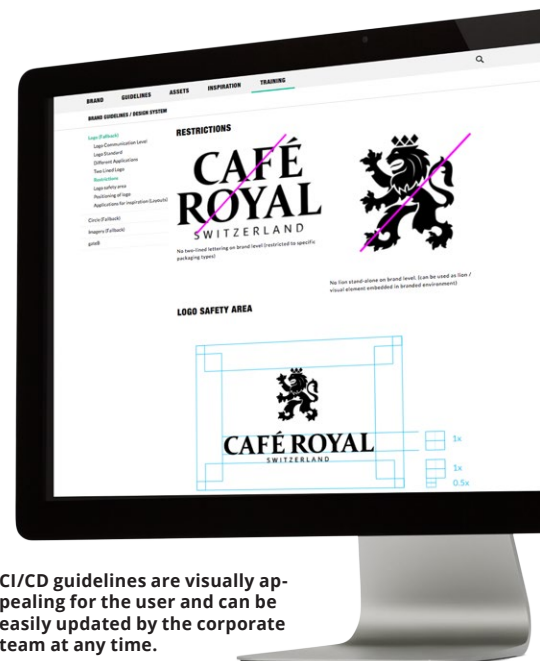
### Efficiency gains at all levels

Thanks to the brand portal, marketing and communication processes become much more efficient and the cooperation of individual employees, the corporate team, and the individual international branches is supported. The portal's clearly defined access rights and workflows also simplify collaboration with external service providers. This frees up valuable resources for designing

campaigns, templates, and other key marketing efforts.

### A strong, consistent brand presence – across all countries

The brand portal enables Café Royal to maintain a consistent brand identity through constant adherence to corporate design and identity requirements. What's more, the portal facilitates brand identity monitoring by the central administration. Simple global templates, clearly defined access rights, and technically secured approval processes and workflows all work together to ensure maximum quality assurance.



CI/CD guidelines are visually appealing for the user and can be easily updated by the corporate team at any time.

### Key benefits of the Brand Portal:

- Visually appealing and user-friendly platform
- Easy access to all guidelines and policies in one place
- Centralized management to ensure CD/CI compliance
- Simplified local adaptation of corporate templates
- Clear workflows and access rights to ensure quality
- Measurably increased efficiency gains

# gateB

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