Customer success story: Battersea Dogs & Cats Home

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What's inside?

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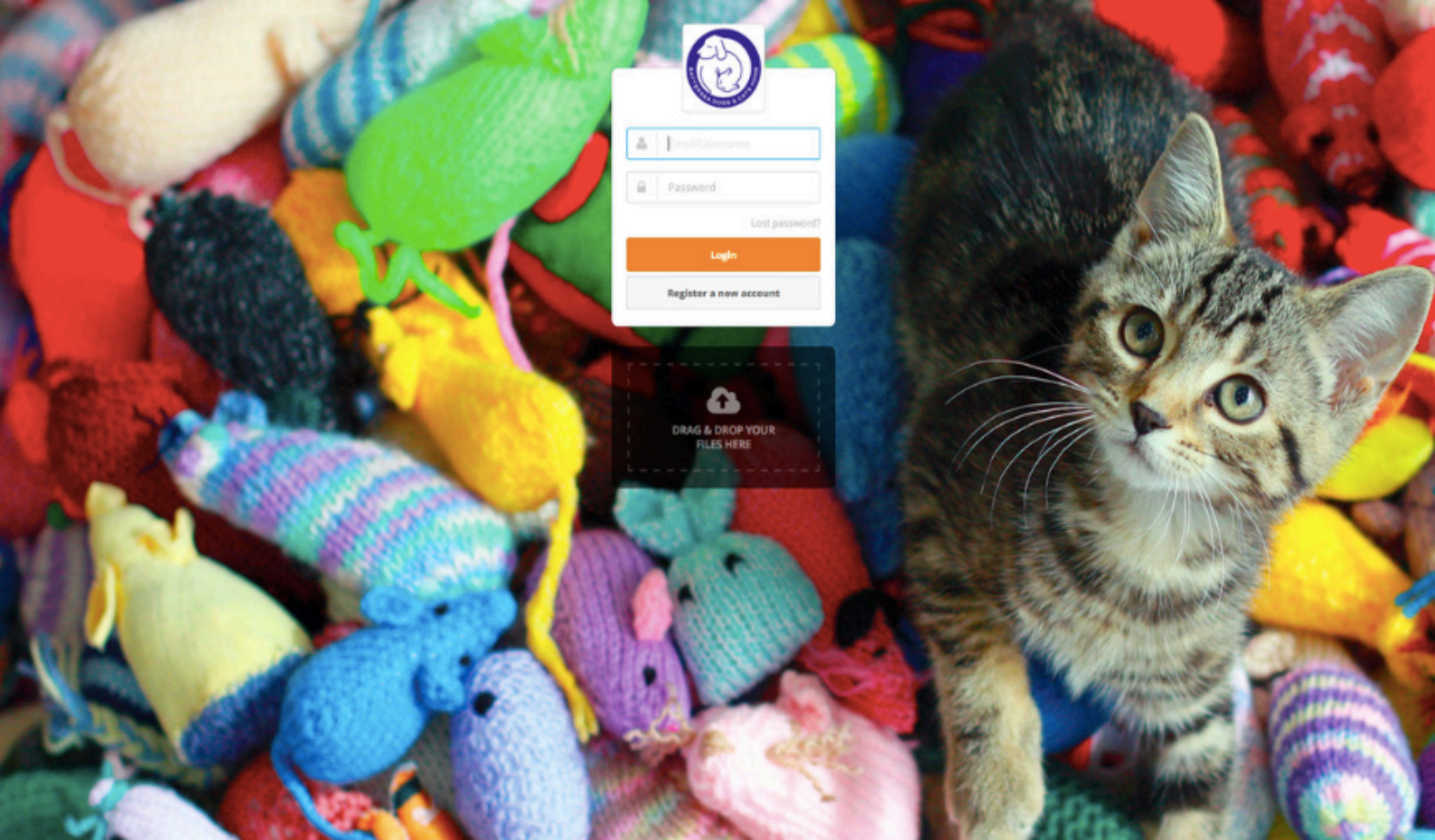
About Battersea Dogs & Cats Home

Battersea Dogs & Cats Home is one of the most famous and longest-serving animal charities in the United Kingdom. Their vision is that every cat and dog should live in a home where they are treated with love, care and respect. The charity was founded in 1860 and is London's leading animal rehoming center, caring for over 8,000 animals each year.

Customer success story

"The personalised nature of the platform along with the progressive approach of Bynder has made this a really successful project. We are very pleased with the system."

- Kate Walch, Multimedia Officer at Battersea Dogs & Cats Home

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Challenges

Battersea Dogs & Cats Home was finding it difficult to manage their digital assets. Their images were saved across various network drives with little or no information attached, making it almost impossible to find and access them.

Large file sizes made it tricky to share digital assets with external stakeholders, such as licensing contacts, and the company experienced difficulties setting user-rights and copyright details. In order to solve these issues, Battersea Dogs & Cats Home was looking for a user-friendly solution with the option to customize taxonomy and a filter option to make it easier to find the right assets.

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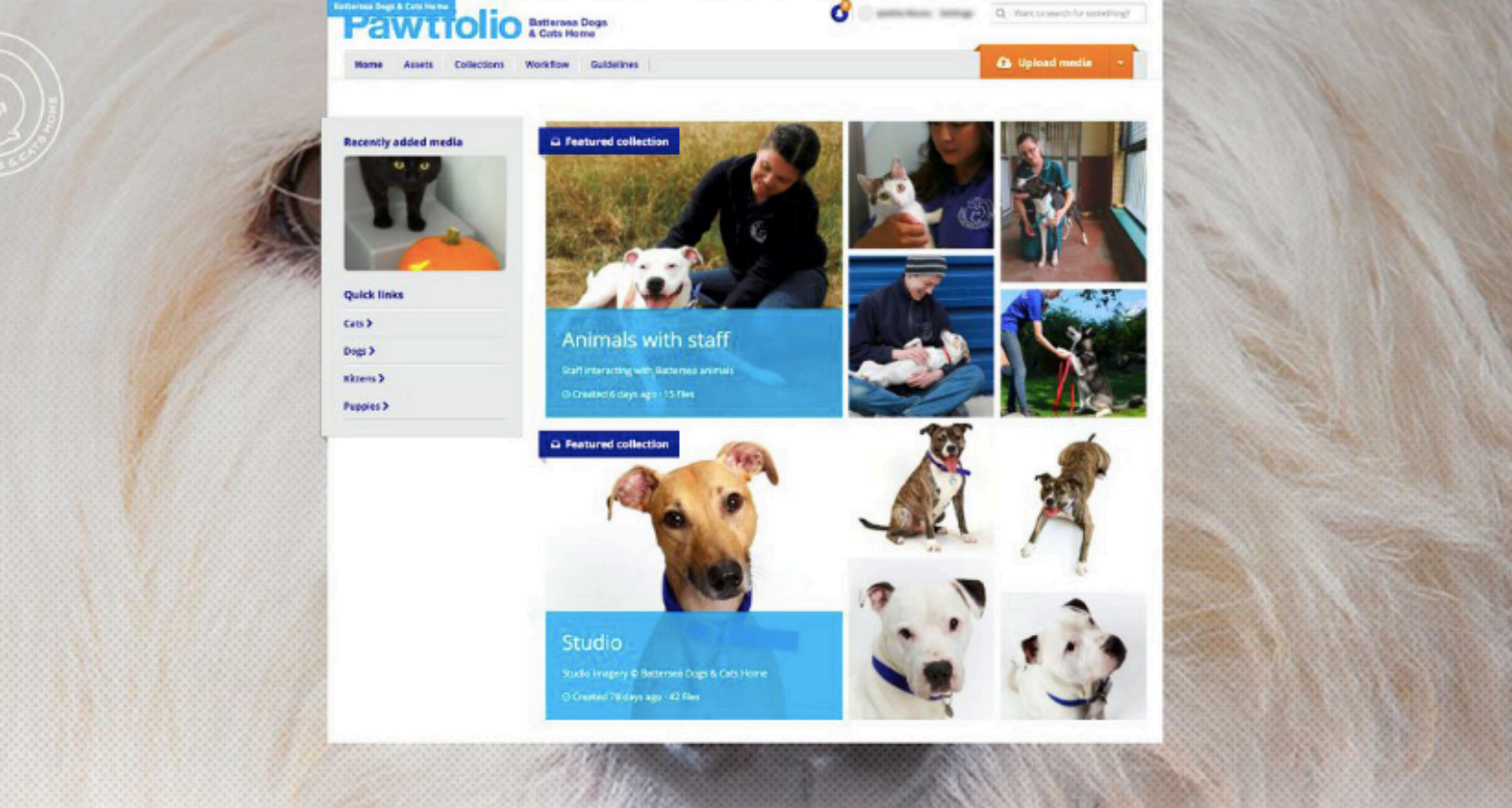
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How Bynder helped

Battersea Dogs & Cats Home chose Bynder's solution. Functionality, user-friendliness, cost effectiveness and the customizable nature of the brand portal were the decisive points which convinced them.

Thanks to the metadata structure within Bynder's Digital Asset Management module, Battersea Dogs & Cats Home was able to categorize all valuable digital assets.The animal charity has already securely stored over 12,000 high-quality assets within their DAM, which can be easily accessed due to correct tags and categorization. All relevant media files can be easily shared with internal and external contacts.

"We've called it Pawtfolio. It's very user-friendly, accessible and looks great, all of which has been really important in helping with buy-in. As stated above, we are very pleased with how the system is constantly being improved. Our project liaison (Russ) has been brilliant – very easy to work with and is always helping us to improve Pawtfolio."

- Kate Walch, Multimedia Officer at Battersea Dogs & Cats Home

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Benefits for Battersea Dogs & Cats Home

Using Bynder, Battersea Dogs & Cats Home employees save a huge amount of time searching for images. The animal charity benefits from frequent updates, improvements and new features to their brand portal.

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Some facts

About Bynder

Bynder is award-winning marketing software that allows brands to easily create, find and use content, such as documents, graphics and videos. More than 250,000 brand managers, marketers and creatives use Bynder's brand portals every day to collaborate globally in real-time, create, review, and approve new marketing collateral, and circulate company content at the click of a button.

Founded in 2013 by CEO Chris Hall, Bynder is established globally with headquarters in Amsterdam and offices across the Netherlands, UK, US, Spain and UAE.

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