

Customer story

International expansion highlights the growing need for DAM at Five Guys



About **Five Guys**

Five Guys is a Virginia-based fast-casual hamburger and fries franchise restaurant group with locations across the United States, Canada, Europe, Asia, and the Middle East, and a cult-like following worldwide. Started in Arlington, Virginia in 1986 by Jerry and Janie Murrell and their five sons, Five Guys gained fame with their hand-formed burgers and fresh-cut fries cooked in pure peanut oil.

Founded: 1986

Headquartered: Virginia



Background Five Guys

In 2003 Five Guys began offering U.S. franchise opportunities and sold more than 300 stores in just 18 months. Fast forward to today and there are over 1,600 locations (1/3 company owned and 2/3 franchisees) open in 19 countries and another 1,500 units in development worldwide.

14k+

assets stored

100+

users (and growing)

1,600+

locations

“We needed something that could work in Dubai as well as in Kansas. That was what we were looking for in a DAM.”

— Lauren Lewis, Director of Marketing & Communications at Five Guys

The Challenge

International expansion highlights need for operational efficiency

This rapid growth and expansion worldwide created a need for one cloud-based system that would consolidate their assets, organize them in an easily searchable way, and give easy access to the asset library to employees across the globe.

They also needed a database that provided tracking so they could see who was using which assets and what was being done with them. They wanted a platform that could add expirations to assets and collections so when they would share files with the press they could only have access to them for a limited amount of time, making sure they wouldn't use outdated assets.

“International expansion really prompted us to find a better way to organize and distribute our assets.”

— Molly Catalano, VP of Marketing & Communications at Five Guys



“Branding consistency helps us create more brand equity across the globe. People recognize our brand — and having the right people, processes and technology in place enable that global brand recognition.”

– Molly Catalano, VP of Marketing & Communications at Five Guys



The need

Before adding Bynder, Five Guys stored their marketing and branding assets in a variety of places and distributed them in a variety of ways. Each person and department had their own preference on how files were stored and distributed. Some used Dropbox, others used personal computers, external hard drives, shared folder intranet systems as well as an extranet. And when it came time to share larger files, they used tools like WeTransfer.

Because of all the different ways people were storing assets, colleagues in the corporate office found it difficult to track down the right people and the right storage system to get the files they needed. Employees who had been with the company for many years could muddle through it but for those who were new to Five Guys, trying to find assets they needed became an exhausting exercise. International employees had difficulty accessing the right content as well.

Ultimately, Five Guys knew they had to find a better way to organize, store, and share assets across the company and a quickly expanding group of franchisees.

The Solution

Expanding their DAM rollout to include more teams

Since implementing Bynder, Five Guys has ramped up to about 100 users and over 14,000 assets. While they began their rollout with the marketing department who use it to house the entire range of branding assets, they have expanded the scope to also include the real estate team. They use it to build collections of store images to show to prospective landlords and franchisees in the field.

“Recently our real estate department started using it. They create a collection that they can easily access on their app. If they’re with a landlord or with a franchisee, they can quickly pull up and scroll through photos. It’s a simple feature relatively, but it’s changed the way they work.”

— Molly Catalano, VP of Marketing & Communications at Five Guys
Simplifying the search with collections

Simplifying the search with collections

Working with specific internal departments or external agencies, vendors, and the media, they can send them a link to collections of assets tailored to the recipient

Agencies can drop off assets

Agencies that work with Five guys can drag and drop raw and final images and videos directly into the Bynder waiting room by using the Bynder External Uploader.

Real estate team accesses content on the go

Five guys can use the Bynder app on the go to view photos of sites for new locations.

Bynder enables global team

Five Guys can make assets available to the global team and also flag that some assets have usage restrictions with the watermark feature.

“The watermark functionality has been good for us because we have a lot of assets that we want people to know exist and can be used in some cases but we don’t want them to be able to have free reign over them.”

— Lauren Lewis, Director of Marketing & Communications at Five Guys

“Bynder had the main things we were looking for — a searchable database so people could find what they were looking for and permissions and expiration features that provided protection and tracking for our assets.”

— Lauren Lewis, Director of Marketing & Communications at Five Guys

The Future

Five Guys is expanding rapidly and is now a truly global company. They are looking to Bynder as their center of truth and one unified structure for all their assets as they continue to grow. A hub that all franchisees can access easily for both uploading and downloading assets, ensuring that they always have access to the latest brand and marketing materials. Keeping a worldwide brand consistent across time zones, languages, and cultures takes innovative tools that streamline processes, save time, and help speed up the go-to-market campaigns across all company departments. With Bynder, Five Guys has found a foundational and scalable DAM platform that they can grow with.

Expanding the DAM rollout to other teams

In the future, Five Guys will continue to expand their DAM rollout by onboarding additional teams.

The future for franchisees

Franchisees will have easy access to corporate assets they need to run their restaurants including in-store signage, images, marketing materials, and social media assets.



**“What made Bynder stand out to us was
the user experience.”**

— Lauren Lewis, Director of Marketing & Communications at Five Guys



About Bynder

Bynder goes far beyond managing digital assets. The digital asset management platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive.

Bynder enables more than 1.7M users across 4,000 organizations, including Spotify, Puma, Five Guys, and Icelandair. Founded in 2013, Bynder has eight offices around the globe, including the Netherlands, the United States, Spain, UK, Australia, and UAE.

For more information please visit our website www.bynder.com.