Customer case study

MONS ROYALE

MERINO

bynder

What's inside

Table of contents

MONS ROYALE
MERINO

About Mons Royale

At Mons Royale we design technical merino clothing style to be worn on and off the mountain. Launched in 2009 from Wanaka, New Zealand today we are stocked in over 400 stores and worn by some of the world's best athletes.

"Bynder has provided us with a place to visually see our vast array of assets, increasing their usage and, in turn, their ROI per use. We are also more easily able to share assets internally to support our global team and third parties such as retailers and media."

Sarah Bartholomew, GM Marketing at Mons Royale

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Challenges faced by Mons Royale

Previously, Mons Royale used Dropbox to manage and store their files. Without an efficient search functionality and easy access to specific files, Dropbox did not help the fashion company efficiently find and distribute assets to their sales partners and distributors. That's why Mons Royale were on the lookout for a new solution to streamline the distribution of digital assets to sales partners, speed up the time to market, and improve collaboration all-round.

100%
cloud-based

34%
increase in productivity

342
links to retailers worldwide
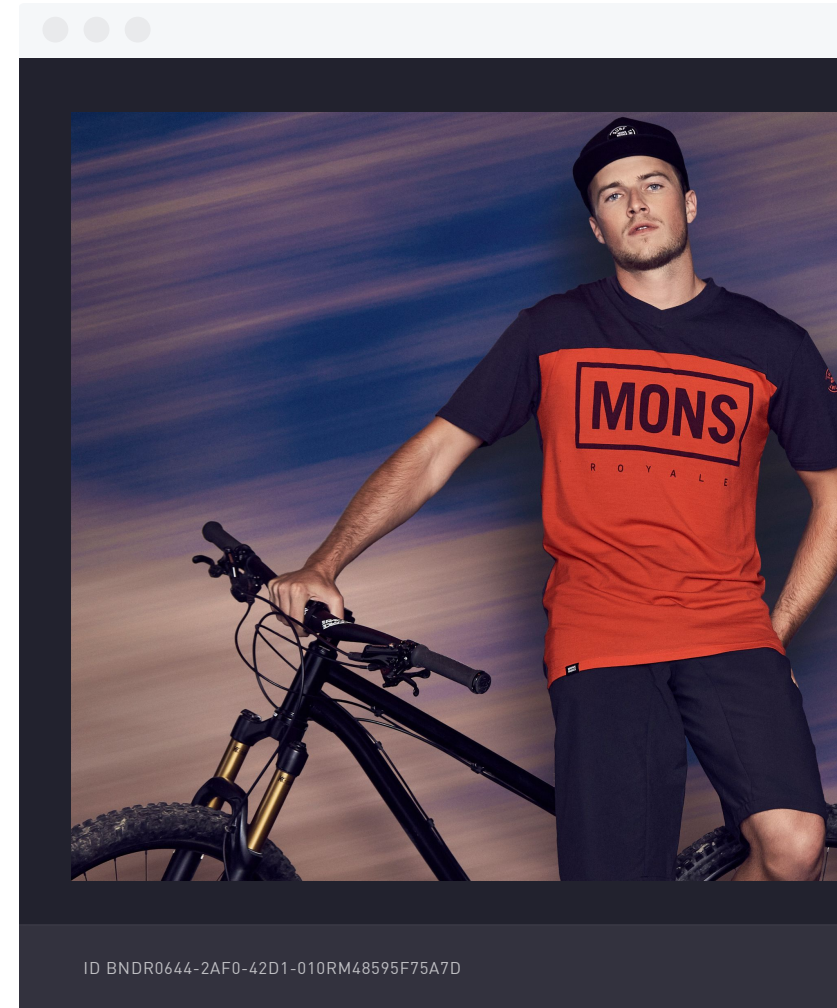
Collaboration with Bynder

Mons Royale's new digital asset management solutions makes it easier and more streamlined to distribute assets to their sales partners and distributors, including images for e-commerce sites, marketing materials, and print media.
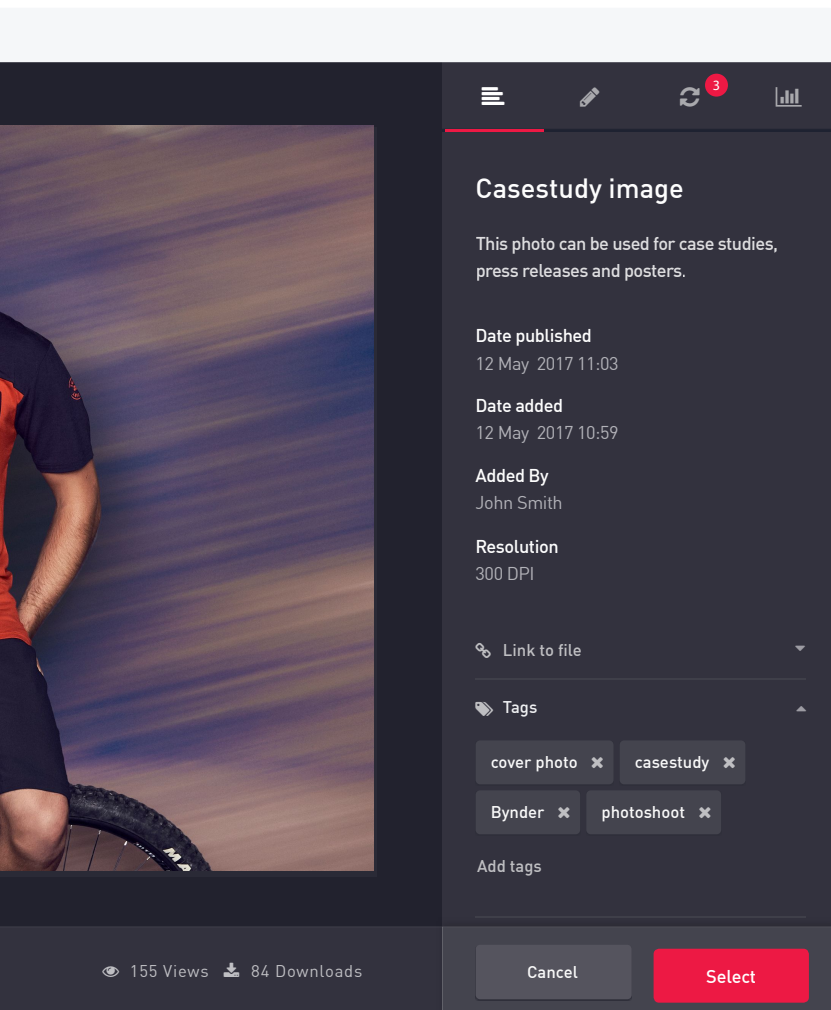
Working with Bynder allows Mons Royale to easily track the usage of their assets, including the number of views and downloads, allowing the marketing team to put an ROI on asset consumption. Mons Royale can also securely share their assets by setting specific usage rights for their customers to prevent incorrect or outdated images being used.

Instant search results - Bynder supports the need to find the right file fast. You can narrow your search in seconds and enjoy full flexibility when combining different search criteria to find the desired result.

Security access control - Superior security features allow you to safeguard your assets at all times.

Smart version management - Version control helps designers and brand managers ensure that only the most up-to-date file versions are made available for download.

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Casestudy image

This photo can be used for case studies, press releases and posters.

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Where the magic happens

A central hub for all brand assets

With a central hub for all brand assets, the team using Bynder can easily share assets internally to support their global team and third parties such as retailers and media. Thanks to Bynder, Mons Royale was able to speed up the time to market of marketing materials and improve collaboration across the board. The company is now looking to maximize the use of Bynder by using it as a platform to curate and manage social media content.

On-the-fly file editing - Bynder supports user-friendly simple image and video manipulation such as cropping, rotating, and flipping.

Media collections - Bynder allows you to easily select and group media files, regardless of their file type, size, or category.

Related media files - To ensure you have all your assets grouped together correctly, you can relate files to one another for quicker access.

About Bynder

Bynder is the fastest way to professionally manage digital files. Its award winning digital asset management (DAM) platform offers marketers a smart way to find and share creative files such as graphics, videos and documents.

More than 250,000 brand managers, marketers and creatives from 450+ organizations like PUMA, innocent drinks and KLM Royal Dutch Airlines, use Bynder to organize company files; edit and approve projects in real time; auto-format and resize files; and make the right content available to others at the click of a button.

Founded in 2013 by CEO Chris Hall, Bynder is headquartered in Amsterdam with offices in Boston, London, Barcelona, Rotterdam and Dubai. For more information, visit www.bynder.com or follow Bynder on Twitter @Bynder.

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