

# Customer success story

A young woman with curly blonde hair, wearing a beige cardigan over a blue top, is smiling and looking up. A young man with curly dark hair and glasses, wearing an orange t-shirt, is also smiling and looking at her. They are sitting at a white table with a bowl of white yogurt topped with a green leaf. A carton of Alpro Barista milk is on the table. The background is a bright, sunlit room with large windows.

**alpro**

What's inside

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Customer success story

## About Alpro

Alpro has been the European pioneer of plant-based food and drinks for nearly 40 years, promoting a healthy alternative to dairy products with ingredients ranging from soya, almonds, oats, and rice.

Under the brands Alpro® and Provamel®, they're on a mission to improve both our health and the health of our planet too with their delicious and naturally healthy plant-based alternatives. Promoting plant power across the world is a main marketing objective for Alpro, so ensuring a consistent and socially-conscious brand image is key in achieving this vision.

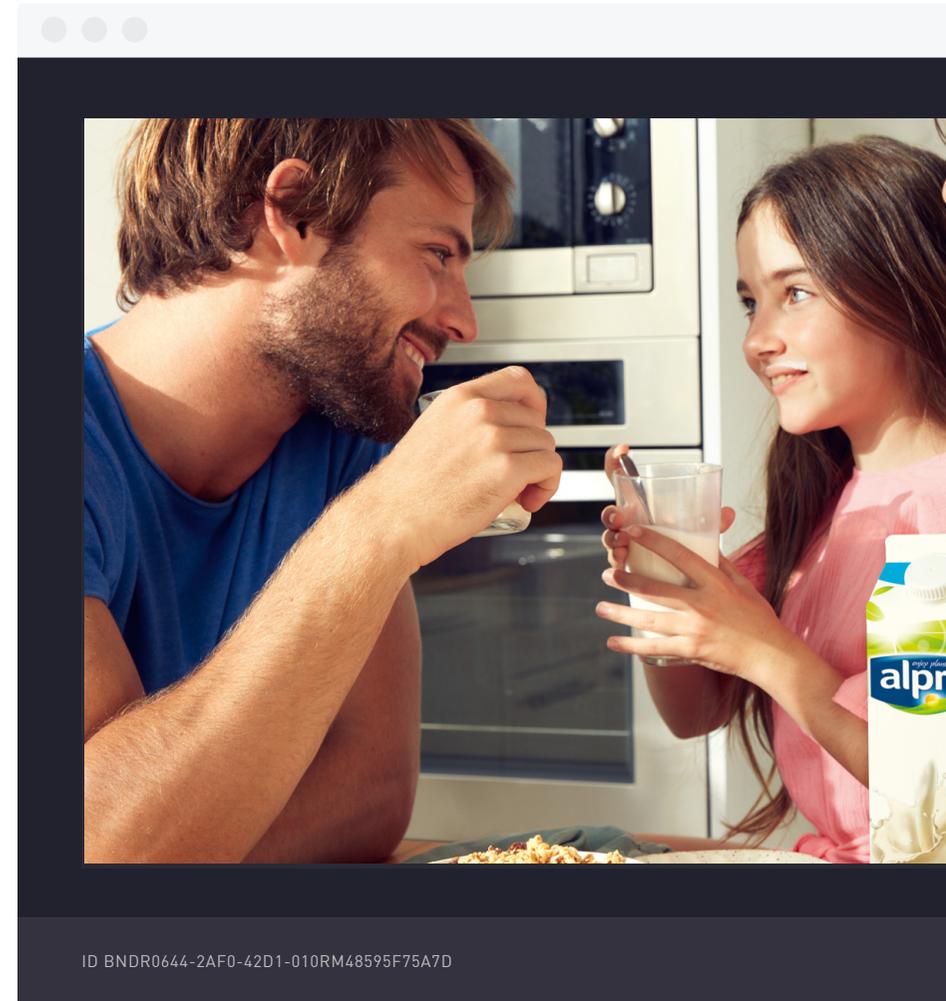
All quotes that follow are attributed to Management Assistant Stefanie Cools and Packaging Development Officer Astrid De Maertelaere.



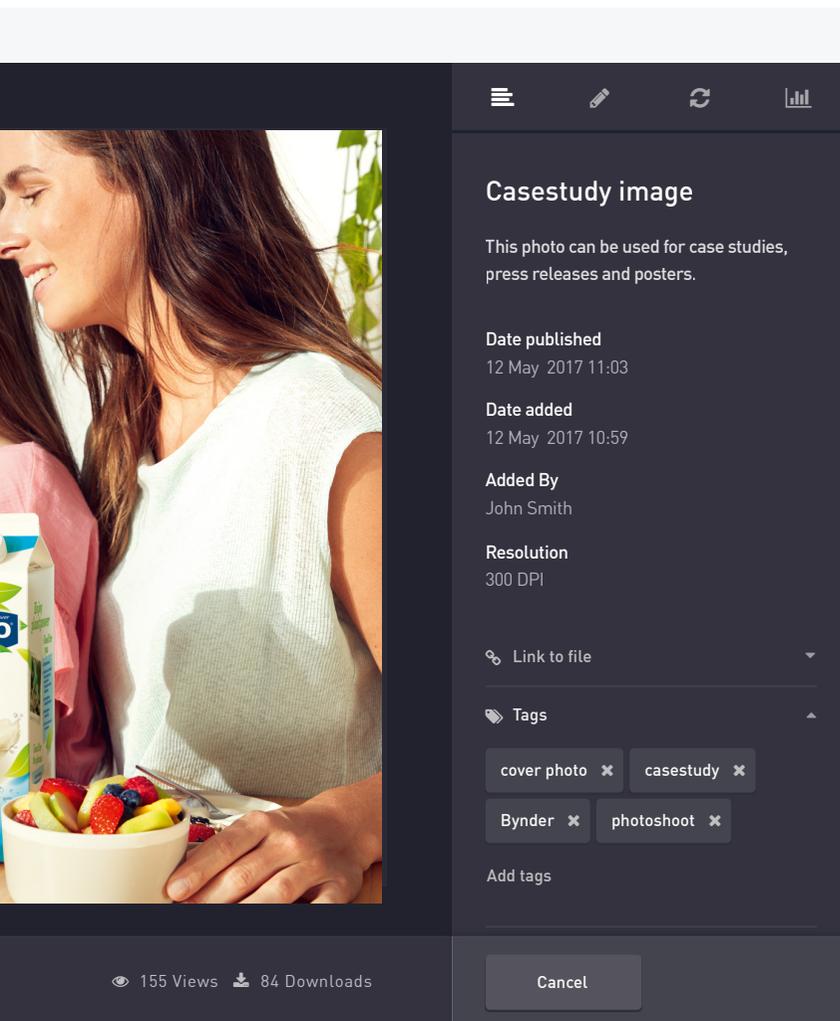
# The critical need for Alpro

Alpro's content team were responsible for the execution and delivery of brand campaigns across the globe. This required a lot of localization and collaboration with agencies and regional teams, without sacrificing the essence of their brand vision.

Ultimately, the Alpro team wanted to boost brand equity that could enable their whole team to work towards their vision for a plant-based future. And this required better communication, while giving everyone the autonomy to find and share content such as pack shots, social media materials, and logos as and when it was needed.



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## Main challenges

# Pre-Bynder problems

*“Before Bynder, there were no clear rules about managing assets, and we didn’t have enough space for everything. With files stored all over the place, we lost a lot of time searching and forwarding images.”*

The lack of a centralized system to manage the whole content lifecycle led to wasted time hunting down files from colleagues, and communication between partners was often restricted to overly complicated back-and-forth emails.

With so many stakeholders involved in their marketing efforts, the lack of structure was

### **Exceeded file-size limits:**

Managing two global brands meant a lot of digital assets being produced. Alpro couldn’t store everything in one place, so the team had files spread across USBs, email inboxes, and hard-drives.

**Inefficient communication:** When collaborating with agencies to execute campaigns, it was difficult to ensure that their values were communicated correctly—made harder when trying to localize brand collateral for specific countries.

**Lack of autonomy:** When working with agencies across the globe, it was tricky to get everyone on the same page. This led to frequent and repetitive email requests to upload and download brand assets.

Where the magic happens

## The transformation with Bynder

**One central place for peace of mind:** Alpro doesn't have to worry about running out of storage space; all assets are stored within their Bynder portal and distributed without endless emailing. The ability to tag assets makes it much easier to localize content for regional campaigns too, while making sure marketing materials are always consistent with their brand guidelines.

**More autonomy; more simplified:** Bynder's derivatives feature enables multiple versions of the same asset to be created and downloaded with one click, saving time and money that would've been spent with an agency. Being able to manage the access rights for internal and external users also helps to ensure tighter control of the content lifecycle, so everyone knows who's in charge of what.

**"Bynder makes it so obvious!":** Alpro's Bynder portal looks like it's made just for them, with their own branded look & feel. Searching is instant, sharing is simple, and most importantly, their time is saved for the important work.

1580

Gigabytes stored

32.5k

assets stored

380

users



Getting results

# How Bynder helped Alpro collaborate with consistency

## **Crystal-clear communication**

*“Collaborating with our agencies from a centralized space makes creating campaigns so much easier. Designers can upload marketing materials to Bynder for review, saving us from constant back-and-forth emails.”*

## **Searching that makes sense**

*“All our assets are in one portal and organized in a way that makes sense to how we work. With Bynder’s smart search filters, we no longer need to chase colleagues for that one photo; it’s all there to find in an instant.”*

## **Simple sharing**

*“Our team uses the Collections feature every day to distribute assets to both colleagues and partners. We can send out materials to our distributors without them needing to be a user, saving all that time we used to spend uploading and forwarding files via email.”*





Some facts

## About Bynder

Bynder's digital asset management platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive. We are the brand ally that unifies and transforms the creation and sharing of assets.

For more information please visit our website [www.bynder.com](http://www.bynder.com).

Book a demo with our experts

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