

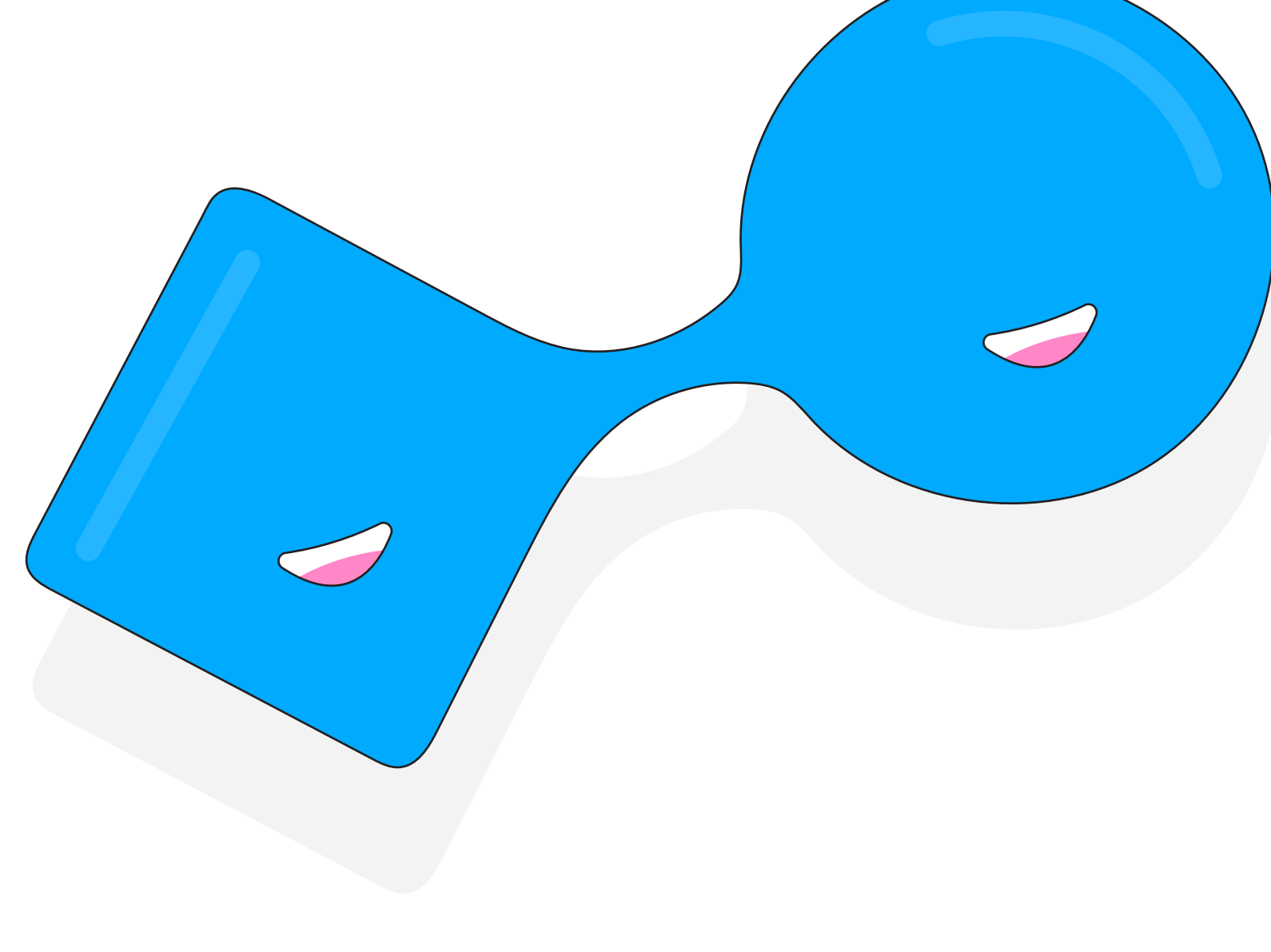
How DAM helps companies undergoing M&A-triggered rebrands

Digital asset management makes rebrands go much more smoothly

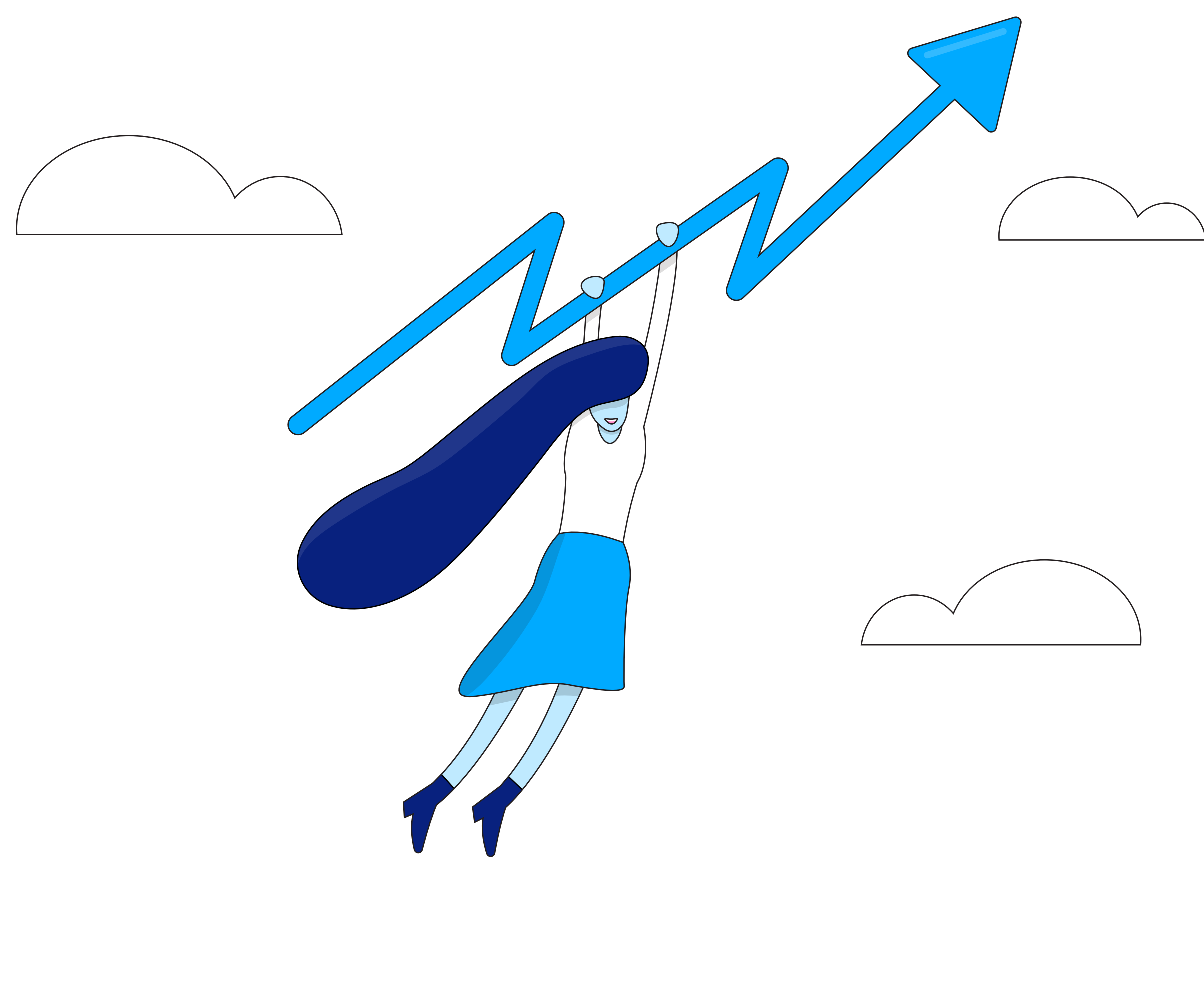


M&A activity on the rise

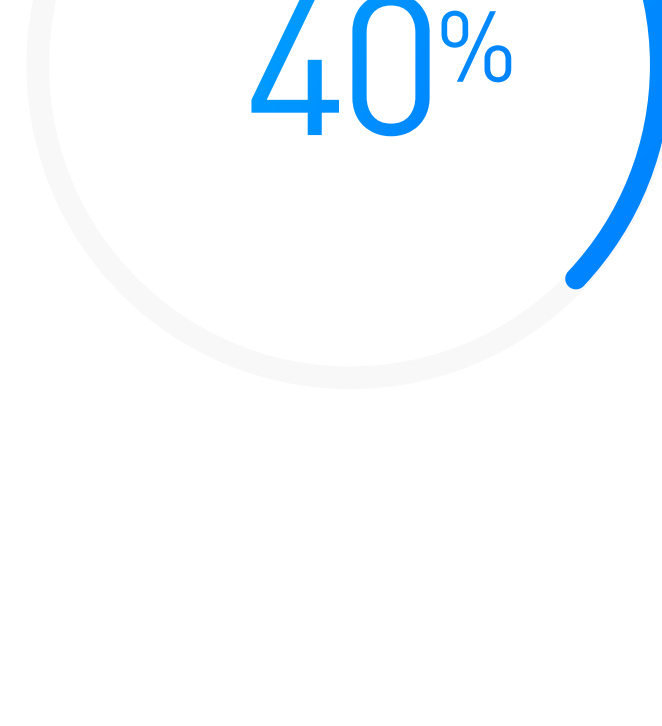
A survey of 3K executives across 47 countries showed they expected an uptick of mergers and acquisitions above US\$10b in the near [term](#).



Which means rebrands will be on the rise

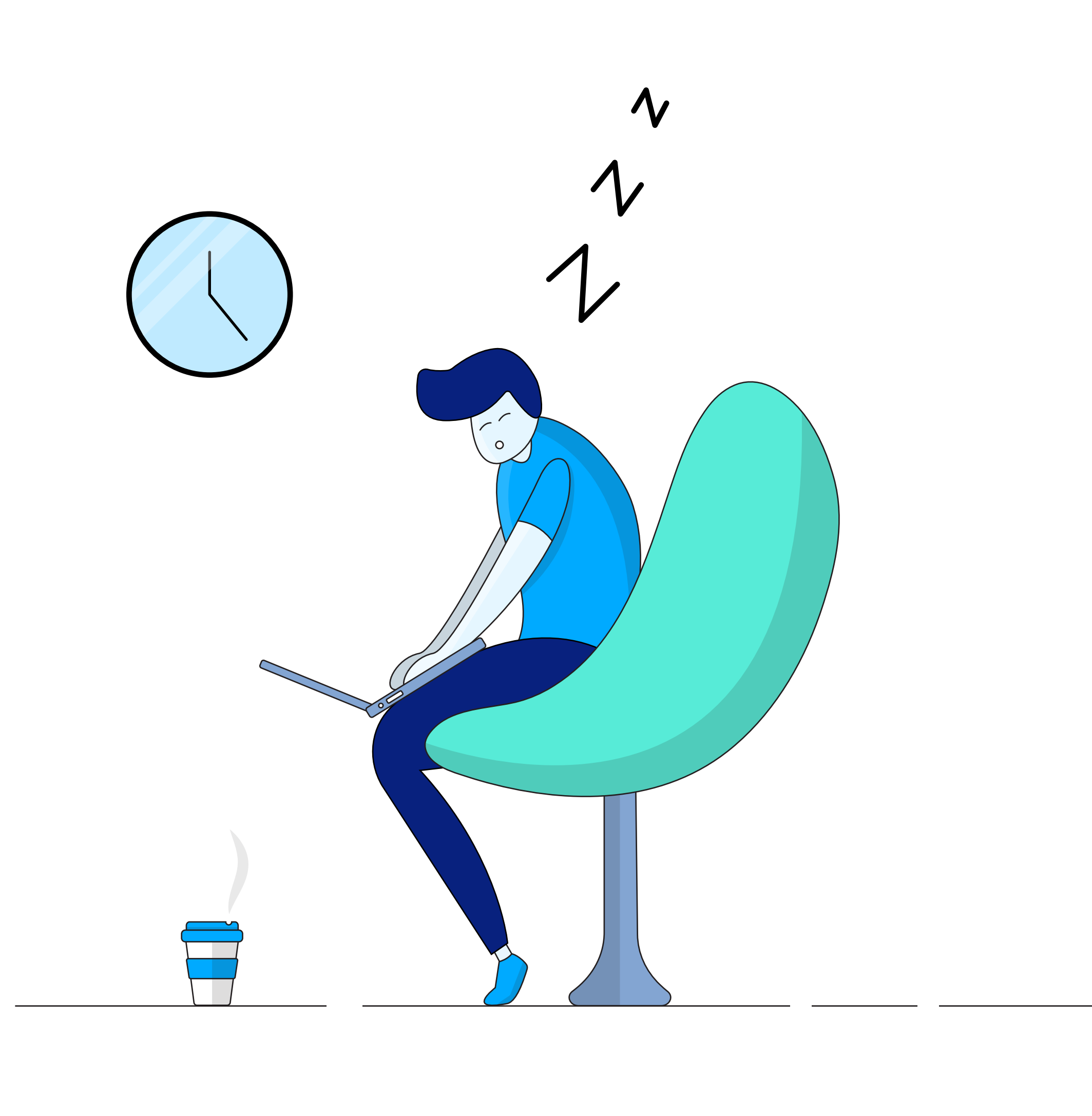


74% of companies that acquire other companies [rebrand](#) within 7 years



40% of mergers opt to [rebrand](#)

The M&A integration process comes with a lot of work for teams, including extra marketing activities on top of business as usual.



From updating websites and integrating data and systems to revamping content and company messaging... there's a lot to consider!

What are the on-the-ground tactics and best practices for marketing teams when it comes to rebrands?

Communicate

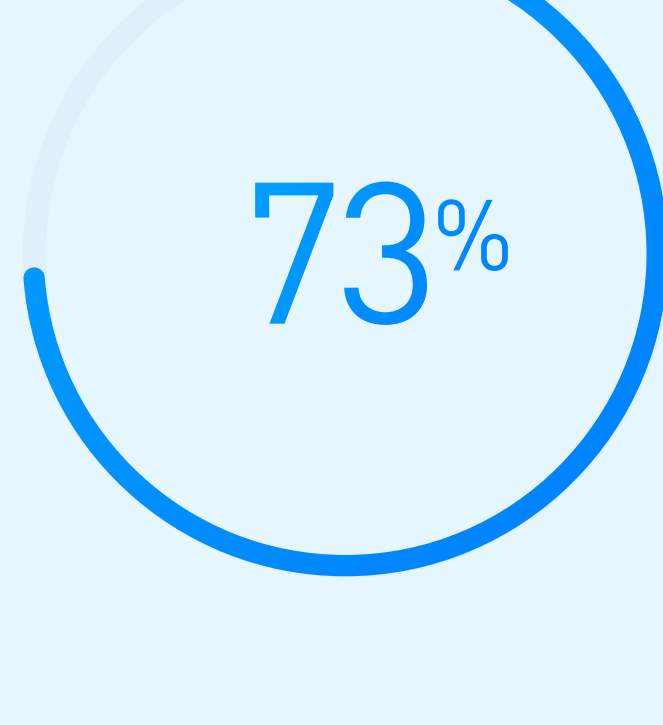
Over-communicate where content is and also what the new brand guidelines are

Provide access

Ensure self-service access to new and updated branding content for all employees (DAM)

Centralize

Unify marketing content and collateral in one single source of truth (DAM)



73% of companies [report](#) that Bynder's DAM helped them build a more consistent brand.

One Bynder customer found their teams were able to find digital assets 80% faster and increase asset re-use by 60%.

[Read the guide](#)

