



A strong and consistent global brand

The Bayer Group relies on BrandMaker Digital Asset Manager for global brand management

Customer
Bayer AG

Industry sector
Life Sciences company with competencies in health care and agriculture

Employees
Approx. 104,000 worldwide (as of fiscal 2019)

Solution
**BrandMaker Digital Asset Manager
BrandMaker Reporting Center**

"Global control of the Bayer brand is enormously important. The BrandMaker Digital Asset Manager provides us with a central platform where employees worldwide can instantly access brand-approved assets. This ensures brand compliance at the regional and local level, strengthens our brand profile, and gives our teams the ability to rapidly respond to changing market conditions."

Bernhard Grupp, Corporate Design & Identity, Bayer AG, Leverkusen



Efficient marketing and media management



Facts

Up to

50-80,000

active users worldwide
(2,500 are external)

About

50,000

Assets in the system

Up to

60,000

Downloads per month

Up to

70,000

Log-ins per month

Average

400 GB

Data transfer per month



Challenges

Ensure the integrity of the Bayer brand, globally, regionally, and locally while increasing the efficiency and effectiveness of brand communications.



Outcomes

- Fast, convenient availability of brand assets
- A single platform for access to all brand assets available to all employees
- Significant cost savings

About Bayer

Bayer is a global enterprise with core competencies in the Life Science fields of health care and nutrition. With its products and services, the company aims to benefit people by helping to solve the fundamental challenges of a steadily growing and aging world population. At the same time, the Group aims to increase its profitability and create value through innovation and growth. Bayer is committed to the principles of sustainability and its brand stands for trust, reliability, and quality worldwide. In fiscal 2019 the Bayer Group achieved sales of almost \$43.5 billion (US).

Summary

This customer case study illustrates how the Bayer Group harnesses the power of BrandMaker technology to promote and ensure brand compliance worldwide.

Original challenge: Achieving brand consistency over different operating groups, worldwide.

By 2010, Bayer had built up an extensive brand structure on the basis of various subgroups and faced the challenge of both merging them under the Bayer umbrella brand and clearly structuring the global brand architecture. Bayer AG has been using BrandMaker technology since 2011. Bayer adopted BrandMaker technology to provide a central platform for immediate access to all brand assets, guidelines, and communications, worldwide. As Bayer operates in highly regulated market segments, brand management must meet extremely high standards of consistency and compliance. IT and Brand Management at Bayer agreed that a central platform is needed to efficiently manage the different subgroups and service companies under one umbrella brand.

"The decision to adopt BrandMaker's Digital Asset Manager was made for three reasons: the system's integration capability; the inherent scalability; and its modular structure. This modularity was critical to implementation because it gave us the ability to start small, test, refine, and gradually extend the platform to all groups, worldwide."

Uwe Schmidt, Head of Brand Management, Bayer AG, Leverkusen

Implementing Bayer's central platform for access to brand assets

We were able to setup the initial portal in only 8 weeks. The brand portal is now called the **Bayer Identity Net** and it is linked to Bayer's own content management system. The single sign-on makes it easy and attractive for all employees to access brand assets and design rules.

Gradual expansion of Bayer Identity Net brand management portal

The international roll-out of the Bayer Identity Net was relatively simple, with a huge reason being that users only need an Internet connection and a browser to access the portal. They immediately saw a high level of acceptance and usage among employees at all levels. Since then, the scope of the assets and content offered, as well as the number of registered users, has grown continuously.

Bayer Identity Net began small, then grew by leaps and bounds. 2011 saw the launch of BrandMaker's Digital Asset Manager as a storage platform for all brand assets. In 2012, the development of an image database began, as well as the integration of Bayer's content management system. As a result, Bayer Identity Net has continued to develop and has become a major success story for the Bayer Group. The core target group is the communications experts at Bayer as well as Bayer's external agencies.

The portal, with the addition of BrandMaker Media Pool, has matured into a large one-stop-shopping platform, which not only displays the regulations on corporate design, but also includes individual databases for specific topics.

Baptism of fire: 150th anniversary of Bayer

Many brand assets were created specifically for the celebration of Bayer's 150th anniversary in 2013. Communication experts worldwide needed access quickly, easily, and completely. The materials were made available via a specially created toolbox consisting of BrandMaker's own virtual database and web presence within the Bayer Identity Net. "It worked excellently," confirms Bernhard Grupp, responsible for Corporate Design & Identity for the Brand Management Team at Bayer, "especially since the anniversary celebration was in addition to daily work responsibilities." The employees were enthusiastic because they could access the required materials on demand from a central location. "That was invaluable," adds Grupp, "and is even more important today, where the need for speed is escalating."

Development into a worldwide success story

The "150-Years-Bayer-Toolbox" was seen as an ideal blueprint for implementing worldwide marketing initiatives. Separate areas were created within the Bayer Identity Net for specific executions such as the spin-off of Bayer MaterialScience to Covestro or the integration of Monsanto. Access figures have tripled since 2013, and data transfer per month has increased tenfold.

The brand portal is used in 70 to 80 countries – from Australia to America. Every Bayer employee and some 2,500 external partners (agencies, printers, etc.) can access brand-compliant assets, materials, templates, and media. Users have access to powerful search functions, a file preview function, and automatic conversion of files into required formats.

The platform has between 50,000 and 80,000 active users worldwide and records up to 70,000 log-ins per month. Almost 50,000 assets, including archives, are stored in various databases in the system. These can be retrieved on a role-tiered basis with defined access rules. The portal has averaged up to 60,000 downloads per month for years. The monthly data transfer averages 400 gigabytes.

Synergy and savings

The photo and video database is a core element of the Bayer Identity Net. The database contains around 98% royalty-free images covering many Life Science topics from agriculture, nutrition, health and innovation. The cost, in dollars and time, of purchasing comparably high-quality images would be tremendous. With around 13,000 centrally-stored photos and up to 10,000 downloads per month, Bayer achieves immense cost and time savings.

**Outlook:
Using artificial
intelligence
intelligently**

For Bayer, the strength of the brand portal lies in being able to access brand assets via a central, high-performance platform. The portal consists of a wide range of web applications and microsites. The goal going forward is to further enhance the user-friendliness and further increase usage of the extensive range and variety of brand assets. "BrandMaker version 6.4 puts us well on the way to achieving this goal. We hope that users will embrace 6.4 as a reward," adds Grupp.

Another area earmarked for improvement includes optimizing the search function using artificial intelligence. By storing appropriate algorithms and keywording the assets, users will be able to access a language-independent, intelligent search function within the Bayer Identity Net. This would further improve the utility and usability of the brand portal.

**BrandMaker is the leading software provider for effective
Marketing Resource Management (MRM).**

BrandMaker gives enterprise marketers the visibility and control to optimize their marketing operations. The enterprise-level MRM solution turns marketing into a business-building powerhouse by letting marketing leaders get on top of their budgets, people workflows, campaigns, and marketplace performance. BrandMaker is made to tame the complexity of multinational marketing. With our European roots, equipping companies to work across borders, cultures, and silos comes naturally to us. Accordingly, Forrester and Gartner recognize BrandMaker as a leader in MRM. More than 300 leading companies including Bayer, Daimler and Avantor trust in our solutions to increase their effectiveness in marketing planning and execution.

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Contact us.

678 735 7362 or
info@brandmaker.com

BrandMaker, Inc.
225 Peachtree Street NE Suite 1100
Atlanta, GA 30303, USA



www.brandmaker.com