

Case Study



Providing a worldwide brand management solution

Smart Launch speeds full implementation of tesa's worldwide platform for marketing assets

Customer
tesa

Industry sector
Consumer goods and B2B

Employees
Approx. 5,000

Solution
BrandMaker Digital Asset Manager
BrandMaker Brand Portal

"The support of BrandMaker's consulting team and the Smart Launch process – from our initial engagement through onboarding, implementation, and roll-out - has been a game-changer. It enabled us to smoothly integrate the Web-to-Publish solution into our IT architecture. It has made my life as a project manager very easy."

Ovid Westermann, Project Manager Marketing Technology, tesa SE



Efficient marketing and media management



Objective

Implement BrandMaker to drive compliance with tesa corporate design guidelines worldwide, reduction of agency costs, and faster time-to-market for marketing initiatives.

About tesa

tesa SE is one of the world's leading manufacturers of self-adhesive products and system solutions for industry, trade, and consumers. The Company serves industries including arts, automotive, craftsman, electronics, furniture, marine, health, paper, renewable energy, and more industries. tesa, employing 4,917 people, with \$1.5 billion (US) in 2019 revenue, has customers worldwide.

Challenge: increasing compliance, reducing cost, faster time-to-market

tesa operates internationally with affiliates and sales organizations throughout the world. Each country acts as a separate profit center and has its own local requirements. Ensuring compliance with tesa corporate design everywhere, and managing the brand optimally and uniformly poses an enormous challenge. tesa required a solution that would enable the in-country marketing managers to operate within established corporate design parameters, reduce agency costs, and make assets available quickly and easily throughout the world.

BrandMaker's Smart Launch process is implementation made easy

"The BrandMaker team provided me with the necessary tools to ensure a quick and smooth implementation. Such good support cannot be taken for granted with software vendors."

Ovid Westermann, Project Manager Marketing Technology, tesa SE

Goal: A Single Source of the Truth

Soon, all tesa's marketing assets will be stored, and will be available centrally in the Brandmaker Brand Portal so that in-country marketing managers can access them quickly and easily. This ensures that the most current version is always immediately available. International templates are being developed so the tesa Corporate Design Manual can be implemented efficiently and consistently throughout the world.

The 3 stages of tesa's implementation plan for Web-to-Publish

Stage 1. POS template development

Display crowners, wobblers, and head signs over stand placements are the point-of-sale (POS) assets most in-demand in all countries. Previously, the design, creation, and delivery of these items has required exceeded the requested turn-around time, and has incurred high agency costs. The templates have dramatically reduced the time required and has eliminated the agency costs.

Stage 2. Brochure template development

While the DIN-A6 brochures are top performers and preferred by sales, they are rarely used because of high production costs. The new templates correct the situation with clear design specifications to ensure fast and cost-effective creation. To further enhance sales support, some personalization options will also be offered.

Stage 3. Digital asset templates development

To meet growing demand from marketing and sales teams, marketing assets such as wallpaper and banners are planned.

The BrandMaker Smart Launch approach yields rapid, bug-free implementation

The BrandMaker Smart Launch, an implementation method developed by BrandMaker Consulting, gave tesa complete transparency during every step of the implementation process. The tesa project team was able to discern where their involvement would yield the greatest value.

The relationship between tesa and BrandMaker is characterized by open communication and committed cooperation. The BrandMaker team collaborates on presentations to educate and convince management and enable better decisions.

"With our project, we are at the very beginning of what is possible through comprehensive MRM. We can already see how the central content platform strengthens our global cooperation. We are also questioning our marketing processes and seeing where we can improve everywhere. This opens up a wide horizon for future optimization."

Ovid Westermann, Project Manager Marketing Technology, tesa SE

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.

Unleash Your Marketing Superpowers!

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