



## CASE STUDY

thebrandexperience

ISOS



### EMPOWERING WORLDWIDE OFFICES TO PRODUCE BRAND CONSISTENT MARKETING MATERIAL

"... implementing a system for managing and customising our marketing materials with be the brand experience has substantially improved the ability of our worldwide offices to offer a personalised and localised service to customers - further enhancing the International SOS brand and driving sales."

*Karina Thomas - Group Marketing and Communications Director*

#### The Challenge

With offices in 50 countries, International SOS wanted to enable their local sales and marketing teams to drive sales, quickly and cost effectively - using local knowledge to capitalise on opportunities whilst always presenting the brand correctly and consistently. Due to the rapid expansion of the company, each country had always operated with a large degree of independence, and International SOS wanted to retain this, whilst overlaying a degree of control and more importantly, consistency about how the brand was shown across the world.

#### The Solution

After a thorough search of the market in both the UK and USA, International SOS partnered with be the brand experience to implement Easy4Us. Easy4Us is a fully branded system to store and provide instant global access by authorised users to all their marketing materials including images, videos and documents. The second key element delivered by Easy4Us is the ability for Corporate Marketing to make available pre-designed and approved templates for all different types of marketing and sales materials including multipage documents.

#### The Benefits

- Global control of brand presentation
- All marketing materials and corporate information stored in one place
- Easy, user controlled access from all worldwide offices 24/7
- Literature can be customised in any language
- Set up to follow International SOS branding & workflow
- Easy to share best practice/learnings and avoid duplication
- Huge potential for cost reduction through reduced multi-agency involvement



# Achieve more!

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