

CASE STUDY

MS Ísey Skyr

DIGITAL ASSET MANAGEMENT



The Client

MS Iceland Dairies is a cooperative organization in Iceland, owned by around 600 farmers and milk producers. The company has several different brands in both the domestic and international markets, focused on milk, cheese, butter, skyr and other dairy products. One of their core global brands is Ísey Skyr, the original Icelandic skyr.

The Challenge

– Maintaining control

Maintaining control and efficient supply of brand and marketing assets to global partners.

– Driving partner adoption

Driving partner adoption in new territories without putting pressure on the central marketing team.

The popularity of the Ísey Skyr brand has seen MS develop a broad range of products to meet the consumer demand; in turn this means maintaining a huge variety of promotional materials and marketing guidelines associated with their products.

From images and videos aimed at consumers, to product information sheets and branding instructions for suppliers, the number of files and documents is vast.

In order to support their partners around the world, these files all needed to be organized efficiently and easy to access for both internal and external users.

The global market for Ísey Skyr is a big opportunity, but it means all promotional and advertising materials – including TV spots, print ads, online content and flavor information needed to be shared correctly – relevant to each country.



Some markets have different languages, designs and product offerings. Staying on top of this material, to prevent any promotional mistakes, became vital for international growth.



“

We heard about Data Dwell via our advertising agency and thought, why not? Let's meet up. It only took one meeting and we were convinced that this was our solution.

”

Erna Erlendsdóttir

Export Manager MS Iceland Dairies



Build or Buy?

The team at MS Iceland Dairies knew exactly what they wanted to do with regards to sharing assets with their global partners, but they struggled to get their vision off the ground.

They had ideas for their own online system, but the extensive programming work, high costs and the time involved were prohibitive. Instead, they tried to make do with their existing processes.

“

What really convinced us that this was the solution for us was the atmosphere at Data Dwell. They were willing to hear all our ideas and solve the issues we had with new features and options.

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After two years of trying to distribute assets globally, the challenge of multiple languages was becoming a blocker to efficient growth. Ísey Skyr needed a way for their international partners to access the most up-to-date assets and easily adapt them to their local language – with a simple, intuitive system.



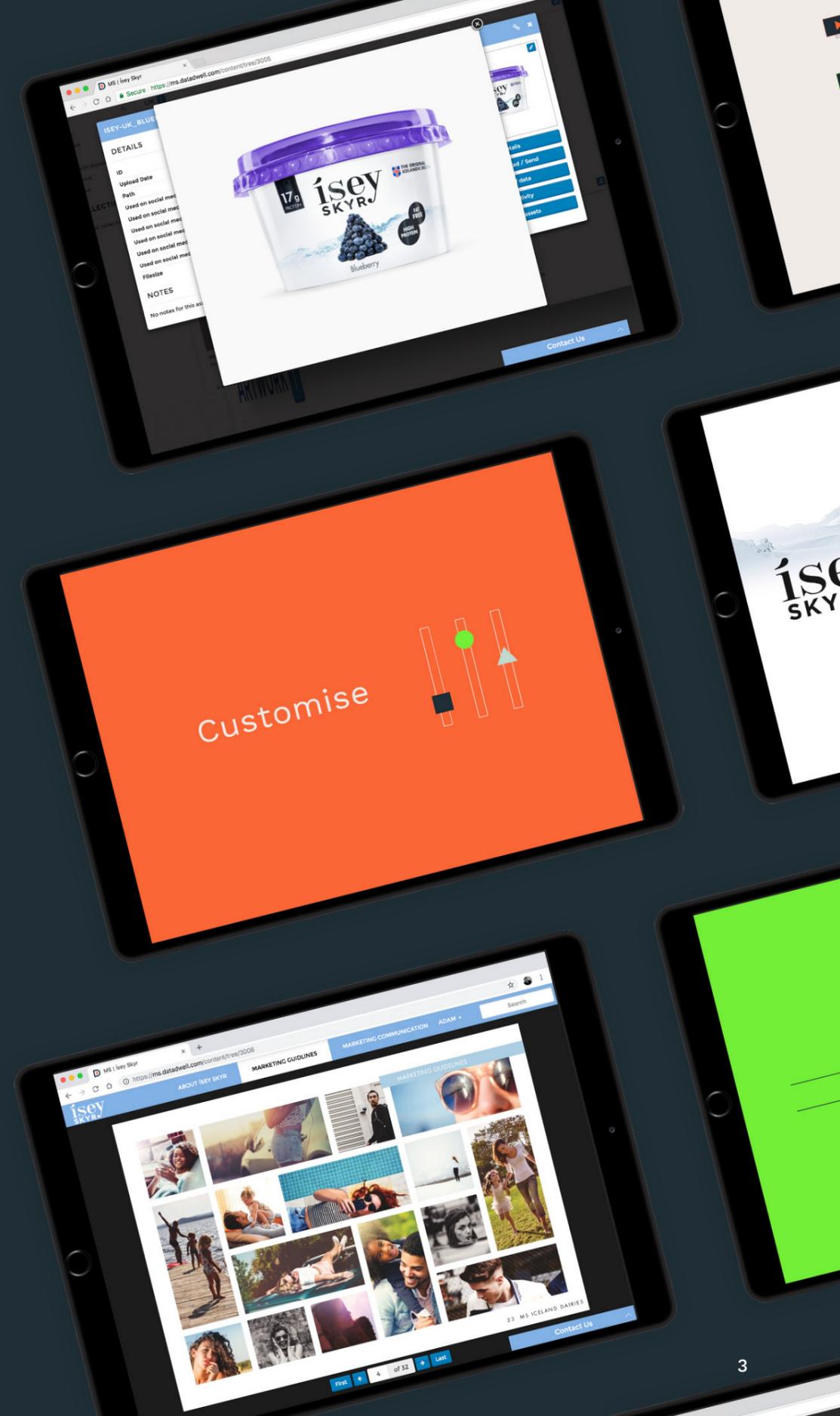
The Solution

When the Ísey Skyr team met with Data Dwell, they knew they'd found the right solution to their problems.

Data Dwell's Digital Asset Management software presented all the features they needed and more, without the cost of developing and maintaining their own solution. Plus the added benefit of dedicated customer success, support and product teams continuously improving the product; - based on customer needs and feedback – was a big bonus.

With Data Dwell, MS Iceland Dairies were able to:

- Easily upload, tag and categorize all marketing materials and brand guidelines in a central, online location.
- Share all the relevant promotional information, images and designs with their global partners – quickly and efficiently.
- Allow graphic designers in regional areas to download and edit design files, with the right messaging and product information in their local language.
- Set different permissions for different users, to better control their brand and track usage.



The Results

Ísey Skyr's Digital Asset Management system provides an efficient, marketing hub to each of their global partners: protecting their brand integrity, making assets current and accessible, and streamlining their marketing operations.



“

I can't imagine our storage of global material before Data Dwell and would recommend them without a doubt. It's so user friendly and simple, marketing get all the functionality they could ask for but you definitely don't have to be a 'computer' person to get the most from this solution.

”

Erna Erlendsdóttir

Export Manager MS Iceland Dairies



Maintaining brand integrity

The ability to maintain brand integrity and control key messages from a central location

Accessible assets

More sharing and usage of assets by global partners, and more marketing activity undertaken

Streamlined operations

For all users – domestic and international

The marketing team find it so much easier to upload and share information and materials, with what is now referred to as the Ísey data bank. It's become a key part of onboarding global partners, including the brand name as a stamp of approval. The system has driven higher engagement from partners, enabling more frequent and effective use of promotional assets globally.

Head office no longer needs to worry about getting the right materials or right product information to international markets. Global partners can now easily engage in more marketing activity across all channels, including TV, print and social media, with everything they need at their fingertips.

This has also freed up more time for the Ísey Skyr team to create even more material, putting more focus into the marketing collateral that works and is used most frequently by their partners.

Key points



The Challenge

- Provide an extensive range of promotional materials and brand guidelines, for multiple global markets.
- The need to organize, structure and share files efficiently with the necessary controls.
- Prohibitive costs and programming requirements to build own solution.
- Intense workload from international partners reliant on assets tailored to their region.



The Solution

- A simple, intuitive DAM system, that could overcome any language barriers.
- Customizable features and a product team with a passion for problem solving.
- Efficient structures and excellent sharing abilities for global partners to access everything they required.
- Ability for international teams to download and edit files into local languages.



The Results

- The ability to maintain brand integrity and control key messages from a central location.
- A more professional approach to onboarding partners using marketing assets.
- Streamlined operations for all users – domestic and international.
- More sharing and usage of assets by global partners, and more marketing activity undertaken.
- An increase in the production of promotional materials for international markets.





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