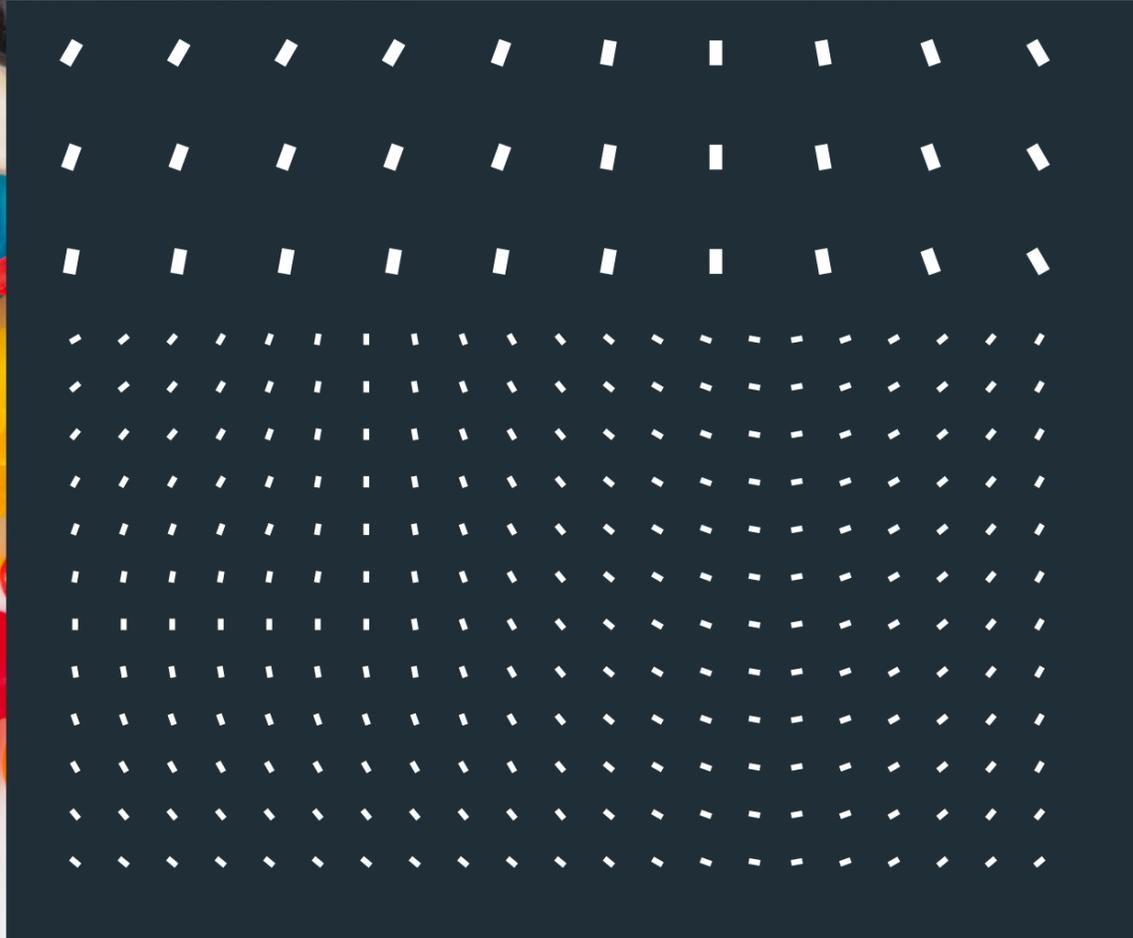
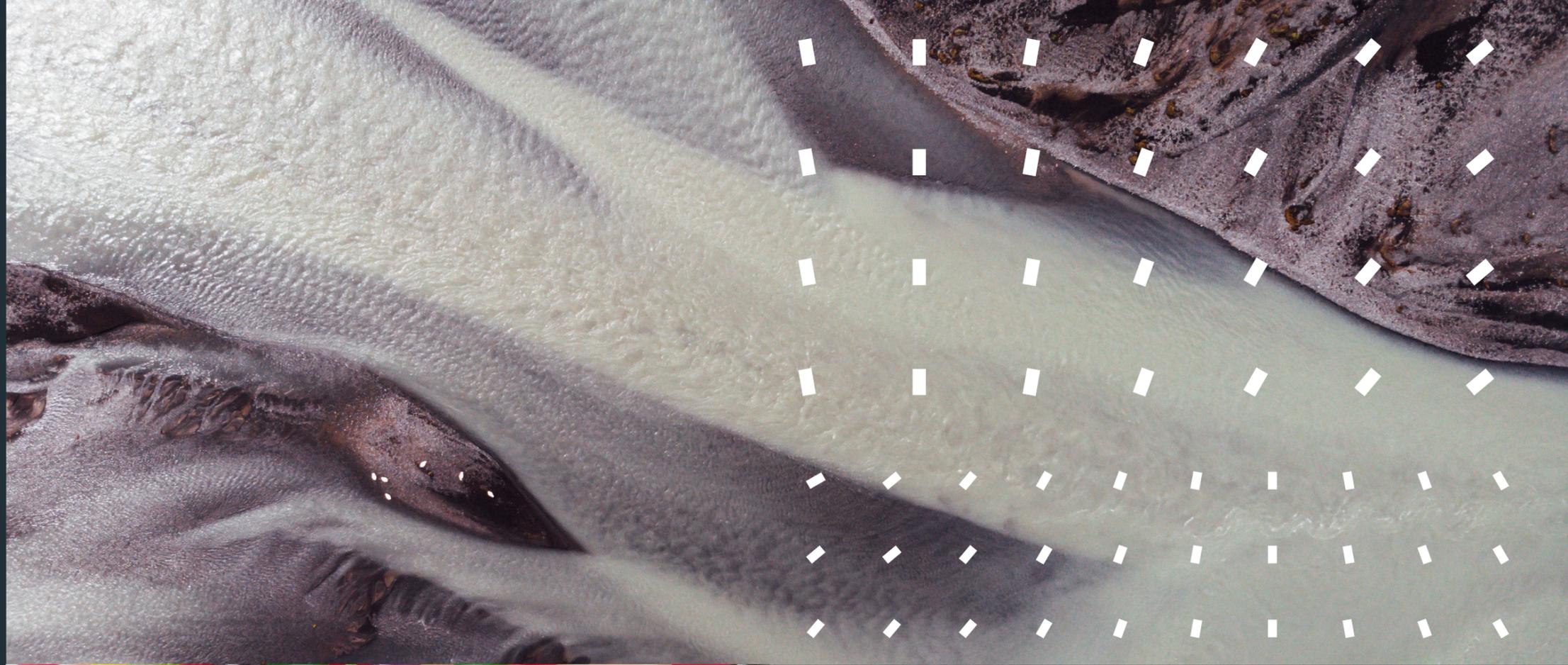


CASE STUDY

Hunterlodge

DIGITAL ASSET MANAGEMENT



The Client

Hunterlodge is a full-service advertising agency, working with an extensive range of global clients. They're based in Hertfordshire, and have won dozens of awards for the strategic, creative, media and digital campaigns they oversee.

The Challenge

When Hunterlodge started work with a luxury supercar brand, they quickly found that the current asset distribution system was old-fashioned and lacking key functionality. It could not deliver what Hunterlodge demanded of it, and was ineffective for their client's global retailers.

Hunterlodge's client wanted to give instant access to the latest marketing materials for a new car launch, but the system and previous agency they were taking multiple days before the videos, images and brochures were available globally. Retailers could not find the assets they wanted with a poor search functionality, and then they were unable to preview any videos or images before they chose to download them. When they did, those downloads were incredibly slow.

In short, Hunterlodge needed a new, effective Digital Asset Management System, to make their mark as an efficient partner to their client, and this needed to be implemented as quickly as possible.



“

I love how user friendly it is! It's very straight forward and requires little assistance and direction for users. It's extremely easy to use and navigate. It's also so easy to create new sub folders/change trees and upload assets.

”

Vaani Vigneswaran

Account Manager, Hunterlodge

The Challenges

Introducing a new DAM system and getting it operational right away was vital for Hunterlodge. Speed and efficiency were the two most essential features required from a new system, but there were several bespoke additions that were also necessary for their client, from thirteen different areas of the business. They required a modern, intuitive user experience, so retailers could access all marketing materials as and when required, without the need to ask and wait for responses.

“

After Data Dwell gave us a system demo and let us play around in our own time, we knew they were who we needed. The Slack channel they set up allowed us to quickly brief in all the functionality we required, at every stage. No request was too big an ask.

”

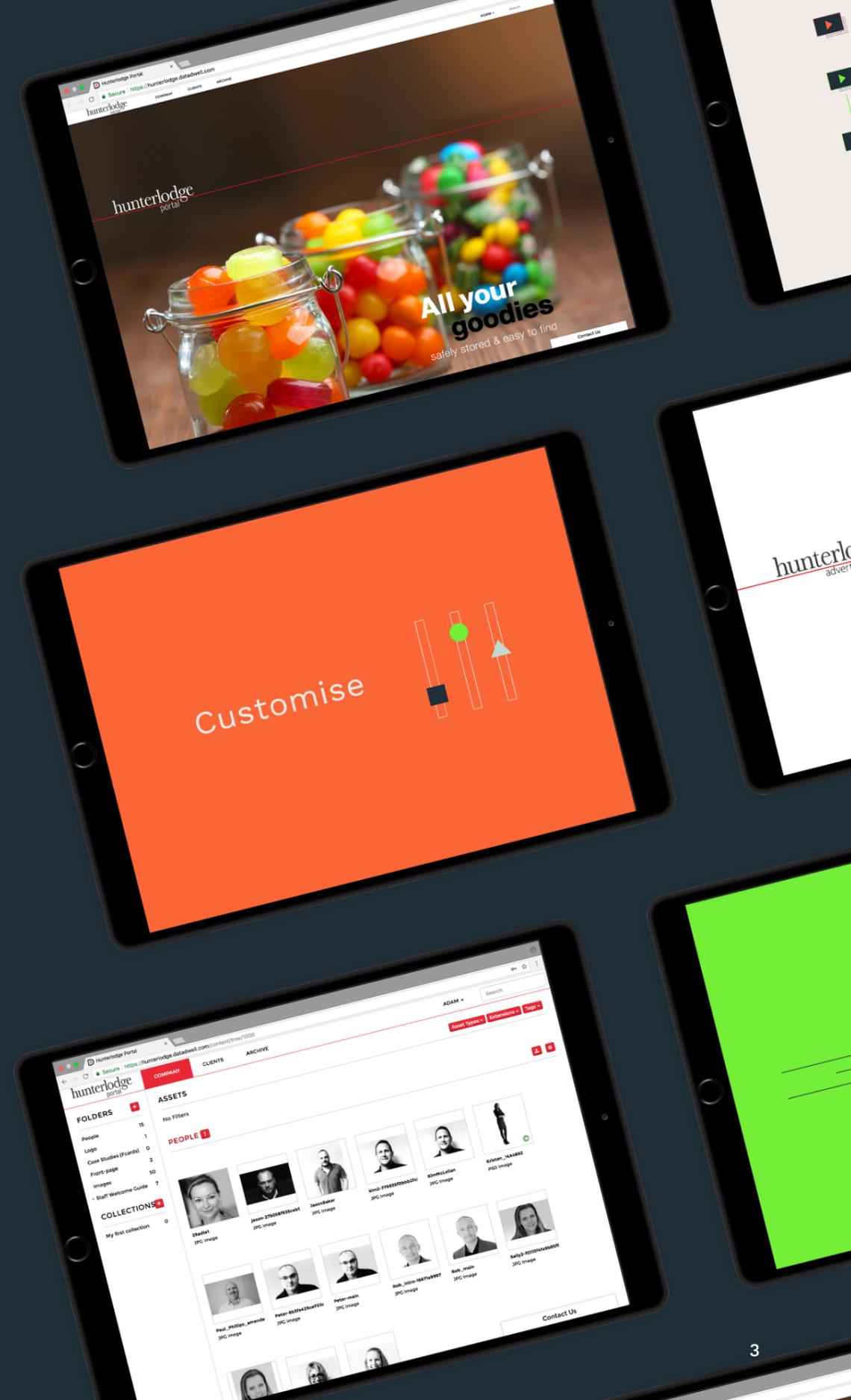
The system had to be capable of a rapid upload and categorization of assets when a new car model was released, and files had to be easily searchable - with great preview options and quick download speeds. Encouraging adoption was a problem too. Because of the inadequacies of the old system, there were very small number of active users. But the biggest challenge was timescales. What should have been a six month implementation window was quickly shortened to only two months, due to a change in the needed 'go-live' date. Hunterlodge needed a bespoke DAM system up and running in just 60 days, so they presented this challenge to the Data Dwell team.

The Solution

Given the bespoke functionality and third-party integrations that were required, Hunterlodge needed a DAM provider who they could collaborate with, and Data Dwell could do just that. An intuitive user interface and a refined user experience are both standard with Data Dwell's Asset Management System, along with essential functionality features like:

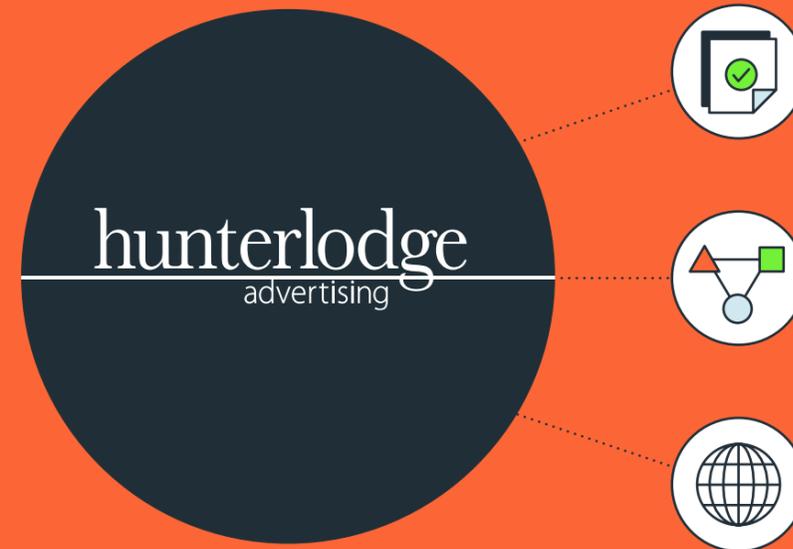
- Advanced search
- File previews
- Quick and efficient categorization options
- Multiple user permission options
- Fast upload and download speeds

By utilizing a range of communication software to speed up development requests and enhance customer service, Data Dwell was also able to build all the required bespoke features into the DAM solution for Hunterlodge, within the timeframes. This included language tools to tailor content for each region, a personalized platform for their client, and the ability for retailers to process order requests for marketing material directly with printers.



The Results

After the initial brief, Data Dwell were able to provide Hunterlodge with the perfect DAM solution for their client - delivered fully customized, in under a month. They could then deliver a bespoke, state-of-the-art system to their client which transformed operations for their internal users and global retailers.



“

We needed a system that didn't take up staff time or in-house resources. It had to be modern, efficient, and above all effective, with as much automation as possible for the end user. Most importantly, it had to be quick for us to share advertising assets as soon as they were available.”

”

Harry Roswell

Digital Account Manager, Hunterlodge

Streamlined operations

For all users – global and internal

Accessible assets

A reduction in asset distribution time from days to just five minutes

Tailored content

The ability to tailor content with language settings for each region

All assets for a new car launch could be uploaded and categorized in just 5 minutes, providing global retailers with instant access to the resources they needed.

Hunterlodge's client had a personal, fully branded site for all their marketing collateral, and user adoption increased dramatically. Data Dwell provided full support during the launch of the new system with screenshares, user guides and online chat tools to help improve adoption.

Users can also be managed more proactively, with the ability to track low usage and cleanse data when required. Most importantly feedback about the superiority of the new system was incredible, and the manufacturer experienced the most successful vehicle launch they've ever done.

Key points



The Challenge

- A modern replacement needed urgently for an old-fashioned, outdated system
- Bespoke features and functionality required from 13 different business areas
- Poor user adoption given the terrible UI and UX of the current system
- Rapid upload and categorization of assets
- 2-month design, development and implementation window



The Solution

- An intuitive DAM system, with a refined user experience
- Fast and efficient asset upload and download speeds - with effective file preview functionality
- Quick and simple categorization options, including intelligent autotagging
- Custom functionality to speed up and automate business-wide processes
- Ability to track usage and manage user permissions



The Results

- A professional, fully branded asset management site for the client and their global retailers
- A reduction in asset distribution time from days to just five minutes
- 400+ active users, a 4x increase in adoption
- The ability to tailor content with language settings for each region
- Exceptional customer service at all touch points
- Delivered in less than 1 month, relieving pressures caused by narrowed timescales



datadwell.com

Email customers@datadwell.com

Reykjavik

+35 4525 3535

London

+44 (0) 845 531 0005

San Francisco

+1 650 434 0998