



**Alcohol Leader's Self-Service
Marketing Platform Wins Over
500 Distributors**

The Brand Background

As the world's premier provider of lager for more than a century and a half, this multinational brand family occupies a unique leadership position in the beverage industry—and it has built on that proud foundation in the United States, where it purveys more than three dozen iconic brands, through a network of more than 500 distributors.

The Challenge

Well versed in the complexities of brand-to-local production, the marketing team knew that the best way to maximize marketing operations was to put in place a truly self-service platform, one that would be intuitive and speedy both for distributors in the field and for creatives at HQ.

The Solution

After an extensive evaluation process, the brand team selected CampaignDrive as the foundation of their new Point-of-Sale (POS) library.

Project Goals



Tightly controlled permissions so that distributors would only be presented with materials for the brand(s) they carry.



Balance of static assets and dynamic templates to achieve the optimal blend of agility and brand consistency.



100% self service asset and template upload and configuration to maximize the ROI.



Project Results

88% user adoption within three months of launch.



60/40 split between static assets and dynamic templates.



Brand team fully trained on administering their new DAM and templating system