Newell Brands and MediaBeacon: Symbiotic DAM Integrations at their Best

Newell Brands and MediaBeacon

Newell Brands (NASDAQ: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Rubbermaid®, Sharpie®, Graco®, Dymo®, Coleman®, Oster®, Yankee Candle® and more. Newell Brands is committed to enhancing the lives of consumers around the world with planet friendly, innovative and attractive products that create moments of joy and provide peace of mind. Newell Brands products are found in more than 90 percent of U.S. households, with 79 percent of sales coming from brands that are #1 or #2 in their categories. The top ten markets generate more than 90 percent of total sales and are home to more than 1.1 billion consumers.

The Need for Digital Asset Management (DAM)

Newell Brands adopted MediaBeacon as their DAM solution in 2015, and positive outcomes followed. Internally referred to as DASH, which stands for Digital Asset Storage House, MediaBeacon has been user-friendly and easy to use according to Newell Brands' employees. With MediaBeacon's intuitive interface and advanced search options, employees are able to find ready-to-use assets quickly. To sum it up, Trent White, Newell Brands' Digital Asset Manager, explained their decision to adopt MediaBeacon, "The number one thing was the user interface and ease of use. That was an area that stood out and made MediaBeacon a frontrunner." In discussing MediaBeacon's impact on Newell Brands' overall digital ecosystem, Trent went on to state, "MediaBeacon is the central enterprise solution for our digital assets."

DAM Integrations Streamlining the Digital Asset Life Cycle

Asset centralization from disparate sources was Newell's primary goal for the first phase of implementing DASH. Their second phase included leveraging APIs to align the product assets with their digital representations. MediaBeacon integrates seamlessly with several software solutions utilized by Newell Brands. Through these integrations, Newell can take their finalized files and use them in customer-facing applications.

Since implementing MediaBeacon, Newell has focused on 3 primary integrations as they work to streamline their digital asset distribution process.

Product Information Management (PIM). Newell works with a PIM solution that manages product information. Their PIM is the source of Product Information, and DASH houses all of the digital product assets. The integration between the two ensures the product information and content stay in sync throughout the life cycle of their products. DASH is the starting point, or the high upstream point, for the asset. DASH feeds the metadata and imagery into the PIM, which flows to other systems downstream in the digital asset lifecycle.

Web Publishing. Newell uses a web publishing system. When assets are loaded into DASH, they become automatically available in the web publisher if they meet the business rules defined by Newell. Through this integration, Newell Brands ensures that the latest, and approved content is always available for external publishing.

> The size of MediaBeacon and level of comfort dealing with and getting support for MediaBeacon was a factor that weighed in Esko's favor

Trent White, Digital Asset Manager, Newell Brands

Content Management System (CMS). The goal for Newell Brands is to represent their products appropriately on their customer facing sites. To accomplish this goal, they need to ensure that both the digital representation of their products, and the information about their products is accurate. The team at Newell brands uses a CMS to do their website designs. They use MediaBeacon to identify the final product assets and make those seamlessly available to their web designers.

Newell set up MediaBeacon in such a streamlined way that they can simply upload the assets, and let automation push the assets where they need to go.

"DASH is the core for consumer-facing final assets. It's where the assets go after they're approved and ready to be disseminated throughout the ecosystem. MediaBeacon is the core central enterprise solution for that purpose." Trent concluded.

To find out more, please visit **www.esko.com**

DASH is the core for consumer-facing final assets. It's where the assets go after they're approved and ready to be disseminated throughout the ecosystem. MediaBeacon is the core central enterprise solution for that purpose.

Trent White, Digital Asset Manager, Newell Brands

ESKO BRAND SOLUTIONS