

How Kubota empowers local marketing across their dealer network

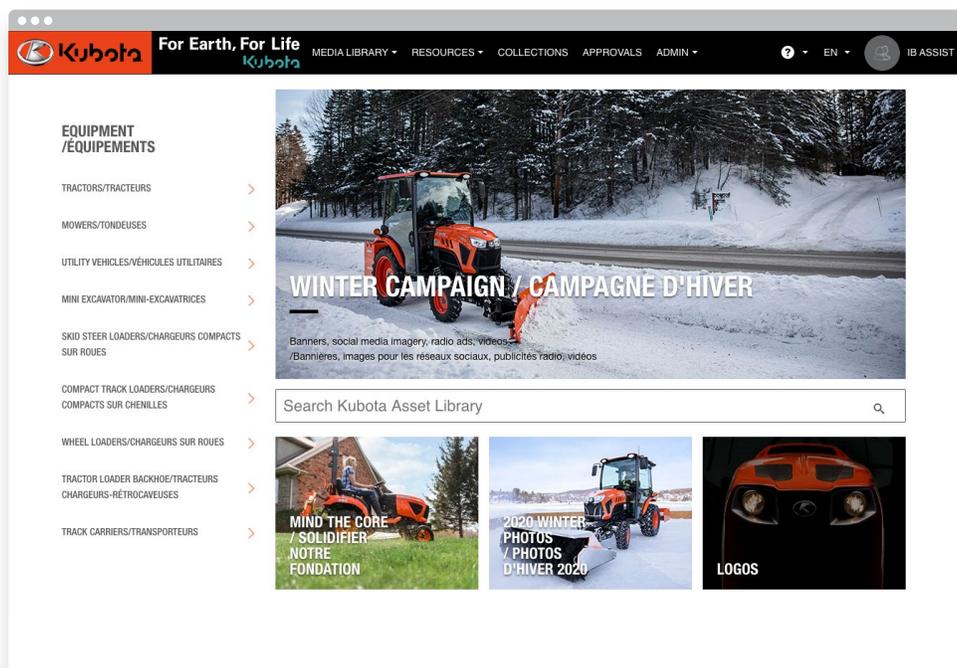


Overview

How Kubota empowers local marketing across their dealer network.

Kubota is a supplier of agriculture, construction and power equipment that's engineered to perform effectively in Canada's uniquely tough and diverse conditions.

With their extensive product range known for its high performance, durability and reliability, Kubota has been the leading supplier in Canada for over 45 years.



Kubota's wide selection of equipment is distributed and serviced through their trusted network of dealerships. With 130 dealers in Canada, Kubota realized the need for a system that could streamline the management of their digital assets and creative content, as well as automate their branded material at scale.

With such a large network and footprint, they required a robust platform that would empower local marketing and provide dealerships with complete visibility over photos, videos and marketing materials to promote and on-sell the range to buyers.

The Challenge

Kubota recognized that, in today's competitive landscape, they needed to offer the following to their dealership partners:



Provide controlled access to approved digital assets – So dealers can easily retrieve the files they need and see which newer versions are available.



Allow dealers to create localized promo pieces – By having access to approved assets and branded templates, dealers could create their own marketing collateral while remaining brand compliant using pre approved templates.

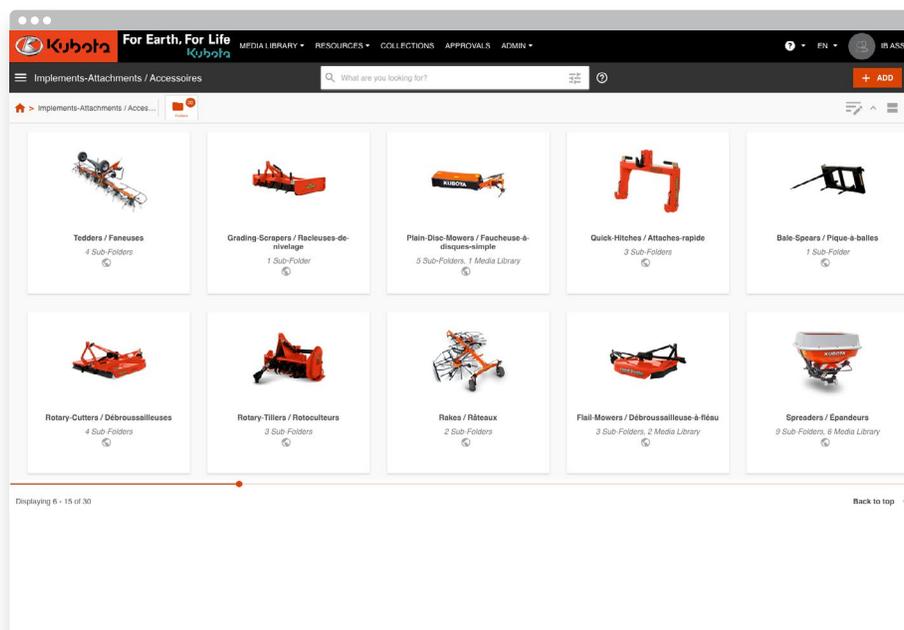


Personalize ads based on geography – To be able to link creative to a database of people, location, products and disclaimers. By providing approved wording and ad copy, dealers have the autonomy to create localized content that is without errors or compromising the brand.



Reduce costs – By offering a platform that allows dealerships to easily customize and localize collateral, reduce the need for external designers and eliminate long turn-around times.

To optimize customer service with their dealership partners, Kubota selected IntelligenceBank's Digital Asset Management (DAM) solution to help them create time saving efficiencies as well assist with content and brand compliance.



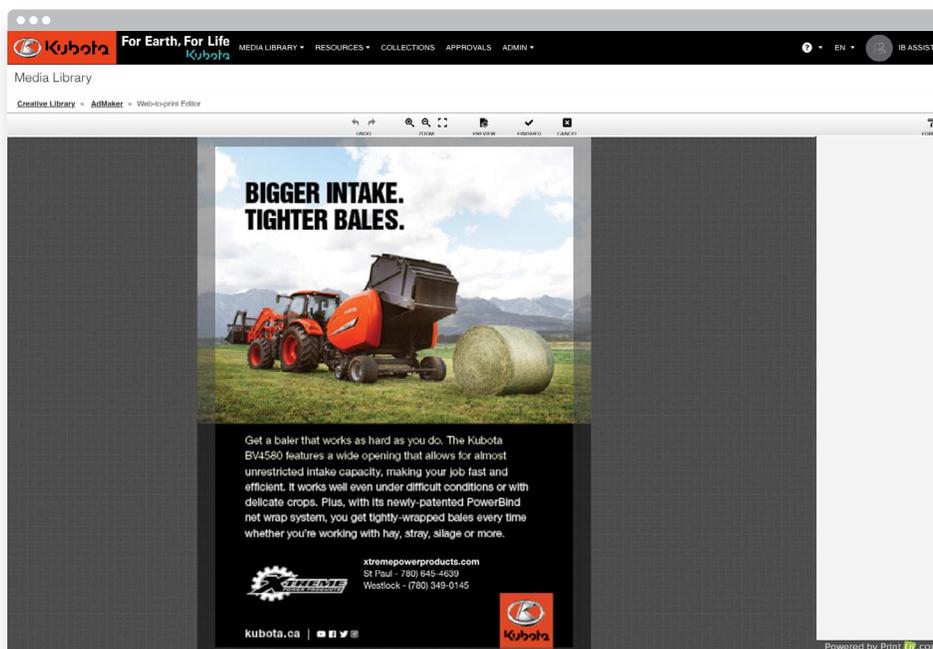
The Solution

To meet Kubota's requirements for a complete system that would effectively manage their assets and empower their dealers, using IntelligenceBank's SaaS platform, The Kubota "Media Library" was launched to offer dealerships an optimal way to search, download and use assets from Kubota's own digital asset hub.

This platform provides Kubota with a single source of truth for all their data, assets and all local marketing materials. For their Canadian dealer network, IntelligenceBank's "Ad Maker" creative templates tool allows each dealer to customize marketing material to create local content on-the-fly by using approved creative, imagery and geographic "fine print".

This feature allows each local dealer the ability to customize certain elements within approved templates using brand assets, without risking consistency and brand compliance in the process. Once their "Ad Maker" generates an ad specific to each dealer, the user can then download the finished product and send it off for printing.

Implementing this solution improved the brand cohesiveness within Kubota and helped the company save time, money and effort while minimizing inconsistent, off-brand executions.



The Outcome

With a direct link for dealerships to access all Kubota assets and easily customize their templates, the Kubota “Media Library” has been an all around success. Kubota’s platform had a great uptake from both internal staff and dealership partners due to the following key features:



A user-friendly welcome page – The platform is intuitive and straightforward to navigate around and new dealers know exactly where to go within the platform.



Sensible folder structure – Assets are well-organized and categorized so people can get to the files they need quickly.



French and English language platform support – A multi-language platform helps when catering to different clients and dealerships across Canada.



Customized folder icons – With icons, users can easily identify which folder contains the products they’re looking for.



Enables creative localization – Automatically creates beautifully designed, localized content that has been pre-approved from their “Ad Maker” creative template feature.



One-stop hub – Everything can be done efficiently from the one central platform, which contains a range of resources such as brand guidelines and sales & marketing policies to training materials, approved templates, photos, videos and more.

The Results

IntelligenceBank's solution for Kubota not only solved their challenges but also helped them better serve their network of dealerships with an advanced system that now streamlines their asset management and powers local content marketing.

With the implementation of the Digital Asset Management solution, Kubota's Team:

24/7

Access to approved assets

300+

Local ads created per annum

4000

Total number of assets on the platform

3000+

Shared & downloaded assets per annum

“Having a user-friendly digital asset management system empowered our dealers to manage their local marketing needs easier than ever. The IntelligenceBank solution allowed us to have all of our marketing assets in a single system that was easy to find and filter, easy for our dealers to work with their local advertising vendors and easy approval processes to ensure each asset is appropriate for dealers to use. This has saved us a substantial amount of time finding assets for dealers now that they are more self-sufficient.”

Chad Ming, Kubota Canada Ltd.

Do you want to learn more?

IntelligenceBank's Digital Asset Management, BrandHub and Marketing Operations platforms have been beautifully designed to help marketing teams create great work quickly and empower their teams to stay on brand.

To learn more about IntelligenceBank and how our brand compliance solutions can lift your content marketing game across your organization, contact us or book a custom demo.

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