



A BrandMaster
customer story

Helly Hansen

45 countries, 16 marketers: one marketing solution!

Three years ago, one of Norway's most distinctive retail brands radically reorganising its global marketing team, slashing personnel from 45 to just 16. With 116 stores across 45 countries, it was clear that challenges of communication, clarity and confidence could rear their heads if a successful marcomms solution wasn't found. That's when the team turned to BrandMaster.



Bosse Langass
Global Marketing Director
Helly Hansen



Moss, Norway, November 2

Global retail poster template created, approved and published globally.



Montana, USA, August 21

US team customise for their market, with different choice of image and copy changes.



Nottingham, United Kingdom, October 14

British team promote a UK based media company, who choose Helly Hansen attire while filming for the winter-sport season

Achieving clarity across sales, marketing and retailers

Founded in 1877, Helly Hansen is based in Norway but has a presence in 45 countries. Following the reorganisation in 2006, Helly Hansen's 116 global retail outlets are managed by five regional Marketing Managers.

A further 11 marketing staff are based at the Oslo HQ. Bosse Langaas, Helly Hansen's Global Marketing Director, explains the challenges he faced when rolling out the new marketing structure. "We face huge demand for marketing materials such as graphics and in-store campaign material across our 116 global stores. When we became a small marketing team, it became even more important that everyone - including those outside the marketing team - had a sense of clarity on tools and deliverables. Local staff and their Regional Marketing Managers need to accomplish a lot, and it is a huge task to unify the brand message and maintain clarity right down to consumer level".

BrandMaster to the rescue

Brand unity, speed of deliverables and reduction of waste were the key issues Bosse and his team faced in 2006. They began to use the BrandMaster tool "like an advanced FTP site", with marketing staff, sales staff and even shop managers having access to the system.

A prime benefit of the BrandMaster offering for Helly Hansen was its ability to offer staff around the world access to signed-off, on-message materials which they could subtly alter to suit local needs.

"It's like a technical clinic for us," Bosse says. "Staff have access to a wealth of materials within the tool, including seasonal movies and catalogues in PDF format before they hit the market. This has really helped to ensure brand clarity permeates well beyond the marketing team. The human aspect was always a challenge for us but BrandMaster enables us to maintain a good speed of deliverables. It's a more rapid way to keep information flowing."

BrandMaster software and services

Introducing a new way of working, the BrandMaster suite of software and services offers a web-based system, controlling the distribution of marcomms assets from HQ to all local channels to market. A clever process allows easy local customisation of materials to make them more relevant in channel, while offering central control of core brand elements. Furthermore, campaign tools in the system deliver new opportunities for collaboration across your network. For more information visit www.brandmaster.com or ask your BrandMaster sales representative.

“A lot of the development is happening on a day to day basis, adjusting the tool to our needs”

“I can get reports on exactly which campaign materials are being downloaded the most and, of course, the speed of the feedback is invaluable”

“Clarity on marketing deliverables has increased tremendously.”

Developing alongside your growing marketing needs

Bosse Langaas finds BrandMaster's interactive element key to its success across the Helly Hansen group. “A lot of the development is happening on a day to day basis, adjusting the tool to our needs. Interaction with the tool is important and the strength of its customer care aspects are key for us.” Bosse doesn't only use BrandMaster to disseminate brand-aligned materials which can be adapted for local markets. He also finds the tool helps him with feedback. He explains: “Internally, it is a great tool for monitoring which marketing tools are actually being utilised by our retail outlets. It gives me intelligence and ensures it's not just the most vocal members of the team who have their say. I can get reports on exactly which campaign materials are being downloaded the most and, of course, the speed of the feedback is invaluable. I don't have to wait until Canada wakes up to ask them what they're using. It's all there, 24/7.”

Reducing waste and cutting costs

For any given season, sporting apparel company Helly Hansen can face waste of up to 200 thousand Euros in marketing materials left unused in the warehouse, simply through poor processing out in the marketplace. BrandMaster allows local teams to modify materials for their specific needs and print them locally, and Bosse says this has had a dramatic impact on waste and associates costs. The firm also reduced creation costs by 300 thousand Euros in the first two business years of using the BrandMaster tool.

The future of marketing communications

Bosse has big plans for Helly Hansen's marketing and communications and they involve BrandMaster. “We hope to be able to run an ordering system using the tool,” he says, “and want to widen its usage within the marketing and retail partner fields. We currently have a global FTP website with an area for PR but this isn't ideal - we would like that on separate system, and BrandMaster gives us that option.”

With just 16 marketing staff controlling an established brand through a network of 116 global stores, Helly Hansen have been able to effectively protect the consistency of their messaging by using BrandMaster's technology. The benefits are widespread, but Bosse sums up by saying simply: “Clarity on marketing deliverables has increased tremendously.”



Key benefits for Bosse Langaas at Helly Hansen:

- Consistency and 'brand unity' through global retailer network;
- a single source for the full range of adaptable materials;
- reporting on how materials are being used locally;
- Cost saving and dramatic reduction in waste materials; and
- improved time to market for materials.

For more information, visit www.brandmaster.com or contact your BrandMaster sales representative.

Legal Notice. All text and images in this document are protected by copyright belonging to BrandMaster AS. Nothing in this document is to be copied, sold or distributed for commercial use without written permission from BrandMaster AS. Helly Hansen is a trademark belonging to Helly Hansen ASA.