



Case study

Wedia provides Bayer employees and their partners *with a single source of truth media library.*

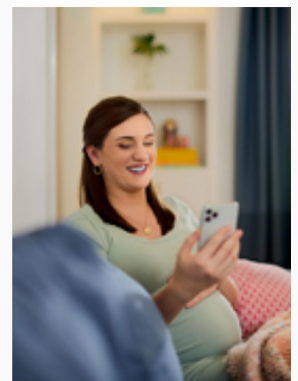
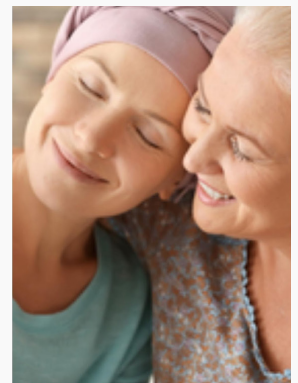
Background

Bayer AG is a German multinational pharmaceutical and life sciences company and is one of the international leaders in the pharmaceutical sector. Located in Leverkusen, Bayer's areas of business include pharmaceuticals, consumer healthcare products, agricultural chemicals, seeds and biotechnology products. Currently, Bayer has approximately 100,000 employees worldwide.

Challenges

Bayer decided to replace their former marketing and communication database with a new Digital Asset Management system. They were looking for a DAM provider that could support their specific needs:

- Upgrade to a unique Single source of Truth for all media accessible to all employees.
- Improved collaboration with partners (press, design companies, other internal Bayer portals).
- A seamless integration with Bayer's existing MarTech Stack and brand universe.





Digital Asset Management

Wedia set up a Digital Asset Management solution For Bayer, which included:

- A media library containing all media assets, and connected with the existing brand portal, giving users the look and feel of a single platform
- Seamless asset search thanks to filters
- Advanced user segmentation functionalities
- Creation and sharing of own collections
- Improved video and image management thanks to AI (automatic subtitles, keywords, smart cropping etc.)
- Simplified user management (including independant account creation etc.)

The Digital Experience Management module, including content picker, for improved press relations.

Benefits

One unique Media library

The solution allows Bayer to easily store, retrieve and share all validated and up-to-date advertising and visual content in a single repository. Today the 'Mediapool' platform already contains 16,000 assets and is growing by the minute.

A strong Brand identity

The platform enables Bayer to create and diffuse a consistent brand identity across all channels and countries, both for internal and external users. Image rights, copyright or intellectual property rights can be defined, therefore avoiding the risk of non-compliance.

User friendliness & Autonomy

The platform is accessible to the approximately 100,000 Bayer employees and external partners through an automated registration process. Employees have quick and easy access to all relevant materials thanks to search and filter functions.



“Fast, seamless, intelligent – Wedia’s DAM solution meets our expectations perfectly and guarantees global consistency for all our brand communication. The Wedia team did an excellent job to let us handle marketing challenges of the digital era with ease.”

Jun Tang,
Global Corporate Brand Manager Bayer