



Case study

RLB nö-wien relies on wedia for
a streamlined marketing communication.

Background

Raiffeisenlandesbank Niederösterreich-Wien (RLB NÖ-Wien) is a commercial bank in the east of Austria and the central institution of the 46 Raiffeisen banks in Lower Austria. The RLB NÖ-Wien focuses on Austria's capital Vienna, while the independent Raiffeisen banks are the leading group in Lower Austria. The group serves 1,250,000 private, business and corporate bank customers.

Challenges

RLB NÖ-Wien wanted to upgrade its existing solution to optimize and streamline print and display marketing communication across the company's branches.

The group's main requirements were:

A user-friendly back office with easy and straight access to all relevant print templates

A clear, intuitive and partially automated creation of branch-specific print templates

The possibility to customize print templates individually with regard to size and format

Set-up of internal communication tools to diffuse important information





Distributed Marketing

RLB NÖ-Wien opted for the Wedia's Distributed Marketing module to create localized and consistent marketing campaigns for all branches.

The intuitive solution provides the following features:

Easy access to pre-customized marketing material including the right logo and brand guidelines for each business unit

Preset formats to change within dylation (automated dimension adaption) as well as individual format adaption

A customizable slider to communicate and link internal information (promotions etc.)

User guidance through personalized paths and widgets

Benefits

Brand consistency & legal compliance

RLB NÖ-Wien can now provide all 46 branches with relevant marketing materials for private, business and corporate customers that correspond to the requirements of each region. The group has full control over brand guidelines and legal compliance.

Expanded point of sale presence

Thanks to the presets as well as customizable templates, each branch can produce advertising material to communicate product information or promotional offers, for print or display, at the point-of-sale. Since the set up, over 100 different templates have been created and used daily.

Autonomous usage

The scalable platform enables employees to easily find and create marketing content. Category widgets, sliders and personalized paths ensure users are working with the right material which lead to a more efficient content production process as well as more than 10% of cost savings.



“Thanks to Wedia, we can manage our print and display campaigns centrally while responding to local requirements. The templates are easy to find and localize, so we have our internal and external communication under control at all times.”

Karl Zöchling
Member of the Board, RLB NÖ-Wien