

# Managing a global brand to stay head&shoulders above the competition.

## Background

Head&Shoulders is a billion dollar P&G brand with a market presence across the globe.

With a globally distributed team it is essential that the team are aligned behind the core brand purpose, latest strategies and winning ideas developed across markets.

To achieve this head&shoulders wanted to create a single 'source of truth' for all brand stakeholders including their key agency partners.

One place to centralize and unlock brand knowledge that is often trapped in share drives, ftp sites and in-boxes.

They wanted to simplify the distribution of brand knowledge, make it more accessible and more engaging.

Global management wanted an effective channel to deliver their messages quickly across all markets. They wanted to streamline the service to the local teams whereby local staff could find information themselves and not need to rely on global teams for information provision.

They wanted to enable everyone to more easily share how they are contributing to the success of the brand so others could learn and leverage. More openness and collaboration.

The brand team were seeking new ways to simplify and streamline inefficient processes. Managing data across markets was time consuming and error prone. Realization that a big opportunity existed to remedy pain points through process automation.

## Solution

P&G Head & Shoulders brand team chose to implement Screendragon's Brand Asset Management solution.

This is a fully web-based solution that can be accessed from any location.

Deployed from Screendragon's private Cloud environment it integrates seamlessly with P&G's authentication systems ensuring simple and secure login for all users.

The solution answered h&s key requirement for ease of use for brand team members. A rapid roll-out was possible because no training was required before use.

A rich user interface designed around the brand look and feel ensures that users are immersed in the brand character.

All content and capabilities required by the global brand were automatically available within the Screendragon solution.

Brand equity, consumer research, competitive intelligence, innovation and advertising assets are now consolidated in the one place and organised for fast & intuitive access.

Unique content conversion technology makes brand assets available for faster consumption. Files added to the system are automatically converted for online viewing removing the need to view content in other applications.

Digital asset management galleries are used to organize all advertising executions into multimedia galleries helping users to find TV copy easily and preview/download it online.

Quick and easy content and user management simplifies maintenance for teams. These tasks can be performed by non-IT staff and also delegated to partners.

## Business Impact

Screendragon is not permitted to share detailed business results. Below is a list of some of the key business benefits.

Big decrease in email overload. Key information is now made available in the system and not sent out as emails with big attachments clogging in-boxes.

Improved alignment due to better visibility and awareness of latest brand equity and strategy.

Faster distribution of brand knowledge and capability development tools. Not everyone can be reached with face to face sessions. The new solution provides a wider net for reaching the total team.

More efficient process for delivering on information requests from local markets. Enabling more self-service saves time for everyone. Global don't get overloaded and local can proactively find what they need.

Improved compliance and fewer mistakes. Digitising process and making collaboration more synchronous helps simplify working together as a distributed team.

Cost reduction. Less duplication and more re-purposing. More electronic distribution and less print, postage and travel costs.



"We work with Screendragon to help us innovate bigger, better and faster"

Anthony Davey,  
General Manager,  
head&shoulders  
global brand franchise

