

Case Study cosnova GmbH

iBrams Helps cosnova Cut Time and Costs from its Advertising Production Process



Benefits

- User-friendly solution enables fast and fluid work
- Online editing ensures compliance with brand guidelines
- Lean production processes save time and money

Pretty new advertising world – iBrams used by cosnova

Challenge

After just five years in business, cosnova became the second-largest cosmetics manufacturer in the German market. Its products are now sold in more than 15 European nations.

Key to cosnova's success is the fact that the company has always produced advertising materials in a wide variety of languages. But as the production process became increasingly complicated, time-intensive, and expensive, cosnova looked for an automated solution that could help boost efficiency and drive down costs.

Solution

cosnova adopted iBrams, a brand management solution designed to help enterprises maintain iron-clad brand control while still producing a wide range of marketing materials for virtually all types of media.

Jochen Scheinberger, cosnova's trade marketing manager, says his company chose iBrams for its ease of use and accessibility via a web browser. "Compared to other solutions, the iBrams technology based on Adobe InDesign Server software is easy to handle," he says. "iBrams can precisely accommodate many of our specific requirements, such as graphic design options, in compliance with specified layouts."

iBrams serves as a central connection point for everyone involved in the creation of cosnova advertising materials, including creative agencies, translators, and local distributors. When an ad requires an update, a contributor can change the template online and make it instantly available for everyone's benefit.

"We require a large number of specific versions of our advertising materials for our national customers, especially for our export business," says Scheinberger.

"The online editing capabilities that iBrams offers guarantee that our materials adhere to our brand and design guidelines at all times."



Fast facts

Business situation

Cosmetics maker cosnova needed a more efficient and cost-effective way to create and edit advertising materials in multiple languages for more than 15 countries. All materials produced had to comply with the company's brand and design guidelines.

Result

With the user-friendly, web-based iBrams solution, cosnova's employees and partners can produce advertising materials on demand. And by centrally storing approved ad templates within the iBrams system, cosnova ensures brand integrity while allowing for customization based on target market or region.

