

duux®

Customer Story

All brand materials
available for every
partner and reseller

Marvia



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About Duux

From care to air

With increasing air pollution worldwide, electronics brand Duux saw a high demand for air treatment products. To respond to this demand, Duux has developed products that guarantee healthy and comfortable indoor air all year round.

Dutch Design at its finest

Dutch and Luxury is what the name Duux is a combination of. All products are designed in the Netherlands. They are eye-catching and have an international appeal, making them suitable for every design and interior. At Duux they like to call it "Dutch Design at its finest".

In short

Over the past 20 years, Duux has become a specialist in air treatment products. Duux is sold in 2.500 sales outlets spread over more than 30 countries. All resellers and partners need to be provided with branded materials.

Industry: Retail

Marvia user since: 2020

Products: DAM & Digital Brand Guidelines

Add-ons: Marketing Shop & Marketing Calendar



Situation

Duux products are sold by 30 resellers spread over **2.500 outlets** in more than 30 countries worldwide.

These resellers are both **webshops** and **physical stores**. Duux must provide all these resellers with the correct marketing materials such as logos, product images, POS materials, and product descriptions. In addition, they need information on all upcoming promotions and events.

Before Duux used Marvia, these brand materials were shared with resellers using **cloudsystems** such as DropBox. WeTransfer was often used to share files with other partners such as print suppliers.



Problems

The issues Duux faced before the brand used Marvia included:

- **No overview and difficult to find:** a separate folder had to be kept for each reseller and assets were not bundled.
- **Incorrect and inconsistent** use of assets due to lack of information and brand guidelines.
- Assets could not be changed to **other formats**.
- Resellers were **not activated** to get started with Duux content.
- Lots of **ad-hoc requests**.





Wishes

General

A **Brand Portal** in the look & feel of Duux's brand identity.

Brand assets

Assets must be easy to **add, organize and share**. There must be a clear overview of all **main and subfolders** in a tree structure.

Brand guidelines

The corporate identity must be **easy to document**. Users need to be **activated** to work with Duux' identity and brand materials.

Users

Adding new users must be easy and **user rights** must be easy to adjust. **User activity** must be visible and analyzable.

Other

A **webshop** where partners and resellers can order POS materials and an **interactive calendar** where all upcoming marketing events can be showed.



"We were looking for a central solution that would make it possible for partners and resellers to access Duux content anywhere, anytime."

- Dennis Wessels / Marketing & e-Commerce Manager at Duux

Solution

A **Brand Portal** that is completely on-brand and meets the wishes of Duux, using the following products:

- **Digital Brand Guidelines**

This interactive environment creates one source of truth regarding the brand identity rules of Duux. Partners and resellers can find here how to use brand assets, logos, fonts and the tone of voice.

- **Digital Asset Management (DAM)**

In the DAM all brand materials can be organized and shared with partners and resellers. Thanks to a clear folder structure, file previews, and tagging, all assets are easy to find. In addition, Duux can determine which materials the partners will see through defined groups and user rights.

Add-ons

Marketing Shop

An integrated webshop where resellers can easily order Duux POS materials and brochures.

Marketing Calendar

An interactive calendar which allows Duux' resellers and partners to easily view all upcoming marketing events and product releases.

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Search...



HOME

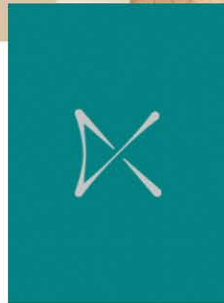
CAMPAIGNS

CALENDAR

DATA SHEETS

(0 ITEMS) -

Welcome Julie



BRAND
GUIDELINES



MEDIA
LIBRARY



POS &
BROCHURES



TRAINING &
EDUCATION

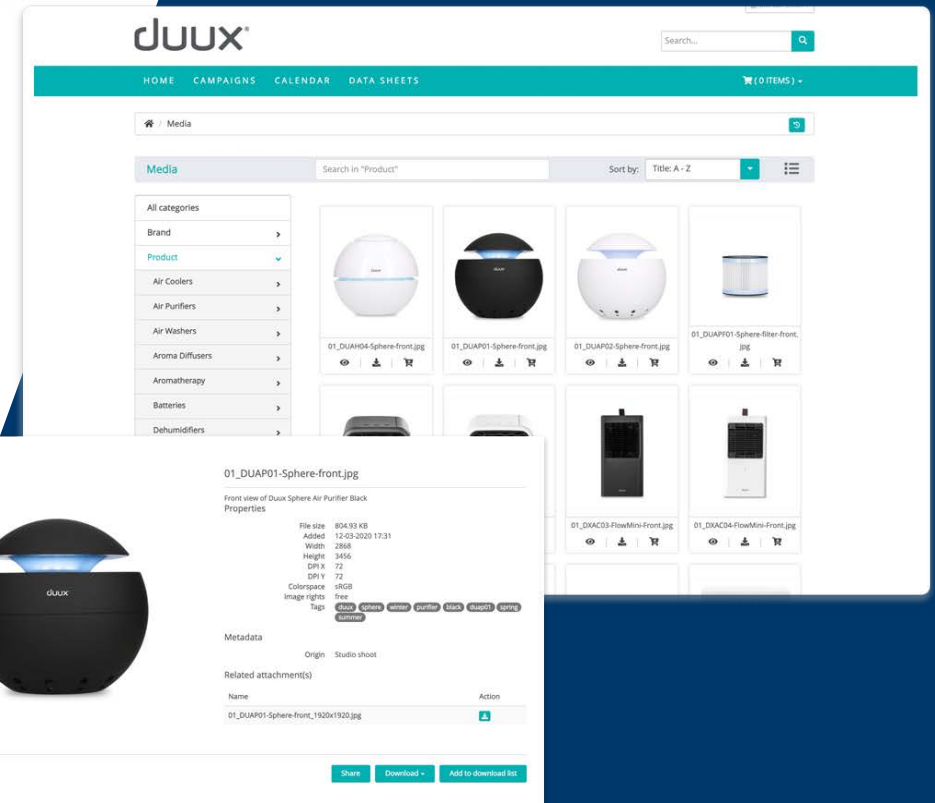
MarVIA

Results

Increase in asset downloads

The Duux Brand Portal is now the **central point** for resellers and partners to obtain Duux brand materials. All over the world they have access to the latest photos and videos of Duux products and can immediately download them in the desired file formats.

Because it's possible to analyze **user activity**, it's easy to track which resellers are and are not actively working with Duux brand materials, so they can easily be activated. This has led to a huge **increase in the number of downloads** of Duux materials among resellers and partners since the introduction of Marvia which has increased the turnover.



Reinforced brand identity

By combining the DAM with the Digital Brand Guidelines, resellers are now also better informed about how to use brand materials. This activates them to use assets correctly. Moreover, they can now download files everywhere, quickly and easily, which tackles the use of outdated or incorrect materials. Duux content that is visible both online and in stores now looks **neat and reliable**, which strengthens brand value.

Saving time and increasing productivity

All resellers and partners can now search for photos of Duux products, logos or campaign materials themselves. Thanks to Marvia's Brand Portal, the Duux marketing department no longer needs to send files or share Dropbox folders. This is enormously relieving for the team and has enabled them to focus again on **creating** content and marketing campaigns.

Duux' plans for the future

- **Grant access** to more resellers and partners to further strengthen the brand identity.
- Add new Marvia **features and add-ons**.
- Use the Brand Portal to share **best practices**.



“Marvia has brought us a lot of relief. The portal is not only used as a media database, but it has become the central source for all our partners to get started with our brand. They no longer have to email or call for each file, which means that I can again focus on campaigns and content creation.”

Dennis / Marketing & e-Commerce Manager at Duux







About Marvia

Marvia makes brands more successful by providing tools to keep them in control of their brand and local marketing activities.

Our software helps leading brands in more than 90 countries with maximizing productivity and brand consistency.

Learn more about Marvia and our solutions on www.getmarvia.com

Would you like to see what Marvia can do for your brand? Request a free demo.

Free demo