

CUSTOMER SUCCESS STORY

More scalability, efficiency and creativity

Since 2012, the international Beiersdorf Group has been using Sharedien to overcome the ever increasing challenges of the content supply chain. The Hamburg-based company's best-known brands include NIVEA, Coppertone, Eucerin, Hansaplast, La Prairie, Labello, Tesa, and the international luxury brand Chantecaille. An efficient content supply chain is becoming a sensitive point for international marketing.

NIVEA **Eucerin** **tesa** **Hansaplast** **labello**

Beiersdorf



Foundation year Beiersdorf AG
1882



Revenue
EUR 9.9 billion (2024)



Number of employees
22,000



Headquarters
Hamburg



Brands
13

CHALLENGE

Global transparency and availability with the largest volumes of digital assets

One of Beiersdorf's special features is its brand structure, which ranges from skincare products to adhesives. In Sharedien, all brands are managed separately in one and the same system, giving Beiersdorf maximum transparency and control over all creative processes. While the products themselves are very different, they are united by the complexity of the creation and distribution processes of their digital assets. With NIVEA, Beiersdorf now serves the mass market in 200 countries. As product images and videos play a particularly important role in marketing in the consumer goods sector, efficient maintenance and effective use of large volumes of data offer many advantages both for the success of the campaigns and for the efficiency of internal processes.

Sharedien was introduced at Beiersdorf back in 2012 – the start of a long-standing and trusting partnership that continues to this day.

SOLUTION

Digital assets: the heart of every Beiersdorf campaign

For over a decade, the international Beiersdorf Group has been managing its growing content volumes with Sharedien. Digital assets are essential for Beiersdorf's marketing success, especially for consumer products. Efficient management of these assets has an enormous impact on overall success. This includes not only product images but also very large files such as TV commercials. Sharedien increases transparency:

all markets have access to the important assets, while global marketing retains control through central storage. This also facilitates the reuse of digital assets, which has a significant impact on profitability.

AI & Sharedien DAM: The key to greater efficiency and creativity at Beiersdorf

Artificial intelligence plays a central strategic role at Beiersdorf with the aim of integrating it seamlessly into marketing across all brands and divisions. Sharedien supports this approach with smart functions such as AI-supported image search in natural language.

Thanks to automatic similarity search, brand teams can find inspiring visuals in seconds – fueling creative ideas and saving time in the conception process. Automatic keywording optimizes image tagging and increases efficiency in content management. This makes Sharedien the ideal partner for an intelligent and future-proof DAM strategy.

Sharedien: perfectly integrated content hub

Centralized control with increased market self-sufficiency – this is exactly what a true content hub like Sharedien offers. It benefits not only marketing teams and in-house studios but also external agencies that are seamlessly integrated into projects. As a central platform, Sharedien manages image rights, among other things, and enables efficient collaboration.

Thanks to powerful collaboration tools, high scalability, and the integration of artificial intelligence, Sharedien makes a significant contribution to the future viability of digital asset management. Workspaces are also created in Sharedien for collaboration on creative projects. All internal and external participants in a project are invited to the space where they receive briefings and store the assets produced, and they can also release the assets from there directly.

Number of assets

1.25M

Number of derivatives

15.3M

Number of users

9,000

Number of attributes

490

“*For Beiersdorf, intelligent management of the content supply chain is crucial for our campaign performance and smooth internal processes. With AI and Sharedien DAM, we are taking efficiency, scalability, and creativity to a new level – a real game changer in everyday global marketing.*”



Beiersdorf

Jasmin Quellmann

Head of MarTech & AI at Beiersdorf

ABOUT SHAREDIE

Sharedien is the leading expert in digital asset and content management. Our cloud-native platform is the world's most flexible content solution and it is ideal for marketing departments, product teams, agencies, and anyone working with large volumes of digital content. With intelligent AI services and an intuitive user interface, we help you organize and maintain your digital assets – images, videos, 360° images, text, logos, graphics, etc. – in the best possible way. Users in over 90 countries already rely on Sharedien. Sharedien is headquartered in Zurich, Switzerland.

Curious?

Arrange a non-binding introductory meeting with our experts:

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ABOUT BEIERSDORF AG

Beiersdorf AG was founded in Hamburg in 1882 by the pharmacist Paul C. Beiersdorf. By establishing the skincare brands NIVEA, Eucerin, Hansaplast, La Prairie, and Labello, Beiersdorf has developed into a highly successful global consumer goods company over the course of its 140-year history. Today, Beiersdorf has over 170 international companies – NIVEA products are sold in around 200 countries, making it one of the world's largest and most successful skincare brands. Since 2001, tesa SE has also belonged to Beiersdorf as an independently managed sub-group.

SHAREDIE

Beiersdorf