



 bynder x **LES MILLS**

Fitness pros Les Mills  
shape up their marketing  
game with Bynder

## BYNDER X LES MILLS

Founded in 1968 as a small family gym, [Les Mills](#) quickly embarked on a mission to create a fitter planet; and today, it is one of the biggest fitness communities in the world.

The marketing team at Les Mills was looking for an intuitive DAM solution that could scale up content production and global distribution, as their previous DAM system was simply no longer fit to cater to their immense user base.

### Challenge

Les Mills works with hundreds of thousands of instructors, club partners, and customers—spread across 24 regions and 12 languages. With their global reach, they needed a better way to empower their extensive user base to self-serve the right assets for presentations, promotions, websites, and even day-to-day work—without putting extra strain on their central marketing team.

### Solution

Working alongside the Bynder onboarding team, Les Mills created a robust taxonomy for their new [Bynder DAM](#) based on their current needs and expansion plans. Such an intuitive and personalized set-up means every user and partner around the globe can quickly grab the assets they need and get to work.

Meanwhile, the marketing team in Auckland (NZ) can monitor asset performance and usage using [Bynder Analytics](#), and make data-driven decisions to maximize the value of future assets and campaigns.

## Results

With Bynder's highly customizable DAM platform, Les Mills **reduced time-to-market from months to just days**. They now roll out major releases every quarter and share them automatically with their vast partner and customer network.

The creative team now has more time to deliver impactful assets that drive engagement, while the marketing team can plan budgets effectively based on asset performance.

**13,000+**

Assets stored  
in the DAM

**5TB**

Total storage

**15,000+**

Users

## What's next?

Looking ahead, the team at Les Mills intends to expand their Bynder platform by leveraging tools that cover the entire asset lifecycle, tapping into [Bynder's AI and automation capabilities](#).

In order to empower their club partners to create customized content and scale up their global asset production, they intend to investigate the templating and automation capabilities of our [Studio](#) module. This way, they'll enjoy the peace of mind of knowing that their partner content will always be on-brand, up-to-date, and immediately available to all users.

But the team at Les Mills also knows that a DAM solution is only as effective as the taxonomy behind it. That's why—having set ambitious goals for themselves— they are looking into Bynder's AI capabilities to increase the number of assets they are able to tag and upload into the DAM on a regular basis.

*"Our taxonomy is what drives search and discoverability. We will speed up classification and tagging through AI tools in the future to increase our ability to scale content without adding resources."*

— Klaus Roots, Senior Product Manager, Les Mills

*"Bynder is, hands down the easiest and most intuitive DAM platform we've used."*

*"Having a dedicated onboarding team was great. They were able to really streamline the implementation journey and offered some really sage advice we are happy to have received."*

*"With our previous platform, tagging, uploading, and having assets ready for use could take months. With Bynder, we've been able to reduce that to just days."*

— Klaus Roots, Senior Product Manager, Les Mills