

Customer Story

Vodafone brings its brand to life for 93,000 global employees with Bynder's best-in-class DAM platform



About Vodafone Group

Vodafone is a leading European and African telecoms company, providing mobile and fixed services to over 330 million customers in 15 countries.

From 5G mobile networks to digital TV platforms, Vodafone aims to use its technology as a force for good, improving people's lives and the world around us.

Revenue: €36.717 billion (2024)

Headquartered: Newbury, England

93,000+
employees

330M
customers served

No.1
largest network operator in Europe



Background

Vodafone Group's business strategy centers on becoming Europe and Africa's best-in-class telecom provider, with sustainable growth and local scale at its core. To achieve this, improving customer experiences is seen as a key priority.

Vodafone's brand team is tasked with supporting each region with the latest and greatest go-to-market assets, from global campaign materials to targeted, social-ready visuals.

To support its growth goals and deliver on-brand, [personalized content experiences](#) to customers across the Vodafone ecosystem, the brand team needed—in their words—a 'one-stop-shop' for all brand assets.

Giving themselves just six months from start to finish, Vodafone Group worked with Bynder to build a system of record for its global brand operations. This solution enables thousands of employees to stay on-brand and go to market with Vodafone's latest products and campaigns faster than ever.

Vodafone's goals for Bynder

Vodafone needed Bynder's [digital asset management \(DAM\) platform](#) to serve as the global brand's digital home, enabling stakeholders to efficiently convert brand assets into dynamic, omnichannel content experiences that drive business growth. To achieve this, Vodafone required Bynder to deliver:

A best-in-class user experience

Brand assets should be accessible and easy to navigate, removing the 'friction' between users and relevant content for maximum ROI.

Connectability

Integrating Bynder with Vodafone's wider martech stack to streamline the distribution of go-to-market assets and ensure omnichannel brand consistency.

Robust customization

Bynder needed to 'look and feel' like an extension of the Vodafone brand, enabling the Brand team to dynamically showcase the latest and greatest assets and campaigns for maximum engagement.

AI & automation

AI-powered search, duplicate detection, and other AI-assisted solutions to make teams more efficient, empowering content-led brand experiences at scale.

“It can be tough when you operate as a Group like Vodafone — you’re trying to make sure all markets have the knowledge and assets they need to take the brand from good to great. With Bynder, we finally have a brand site which is best-in-class.”

—Amr El Badry, Head of Brand at Vodafone Group

Vodafone's transformation with Bynder

Vodafone Group's 93,000+ global employees now have a best-in-class 'brand site' in Bynder to support the company's growth goals and translate brand assets into business results.

Bynder's AI capabilities eliminate manual processes to save time and improve content ROI by assisting users in finding the most relevant assets for their needs.

Uniquely customized to reflect Vodafone's brand identity, the Brand team can also shine a spotlight on the latest campaign materials and dynamic brand guidelines via the homepage, helping to break down market siloes and operate as one cohesive brand.

Intuitive interface

"Now we're so much more organized. People can find assets and information easier—there are fewer frictions because you have fewer clicks, which is saving us a lot of time."

Scaling operations with robust integrations

"The ability to integrate and use our wider marketing tools within Bynder truly makes it a single source of truth for our brand operations."

Seamless, secure sharing

"You can quickly share files with an email address or generate a link with the option of adding an expiry date directly in Bynder."

Cutting-edge AI capabilities

"With the help of AI, you can easily find images by using Bynder's visual similarity search, searching via an external image or URL, or searching for text within an image/video. It's also helping us to automatically generate transcripts for videos in 100+ languages."

“Bynder is a step ahead. They have the tools to make our teams more efficient and help us to reach our objective of having a consistent brand across the world.”

—Amr El Badry, Head of Brand at Vodafone Group

Pioneering AI capabilities to maximize content ROI

No more duplicate content

To ensure only approved brand assets are used, duplicate files are automatically flagged and removed by Bynder's Duplicate Finder upon upload, keeping Vodafone's brand home clutter-free.

Saving time with smarter searching

Bynder's AI search capabilities offer employees numerous ways to find the assets they need and drive more value from brand assets. Going beyond a simple keyword search bar, Bynder offers multiple pathways to the most relevant assets: searching by image, text-in-image detection, facial recognition, and more.

For an enterprise of Vodafone's size, these efficiencies are crucial for scaling processes and maximizing content ROI for better business results.



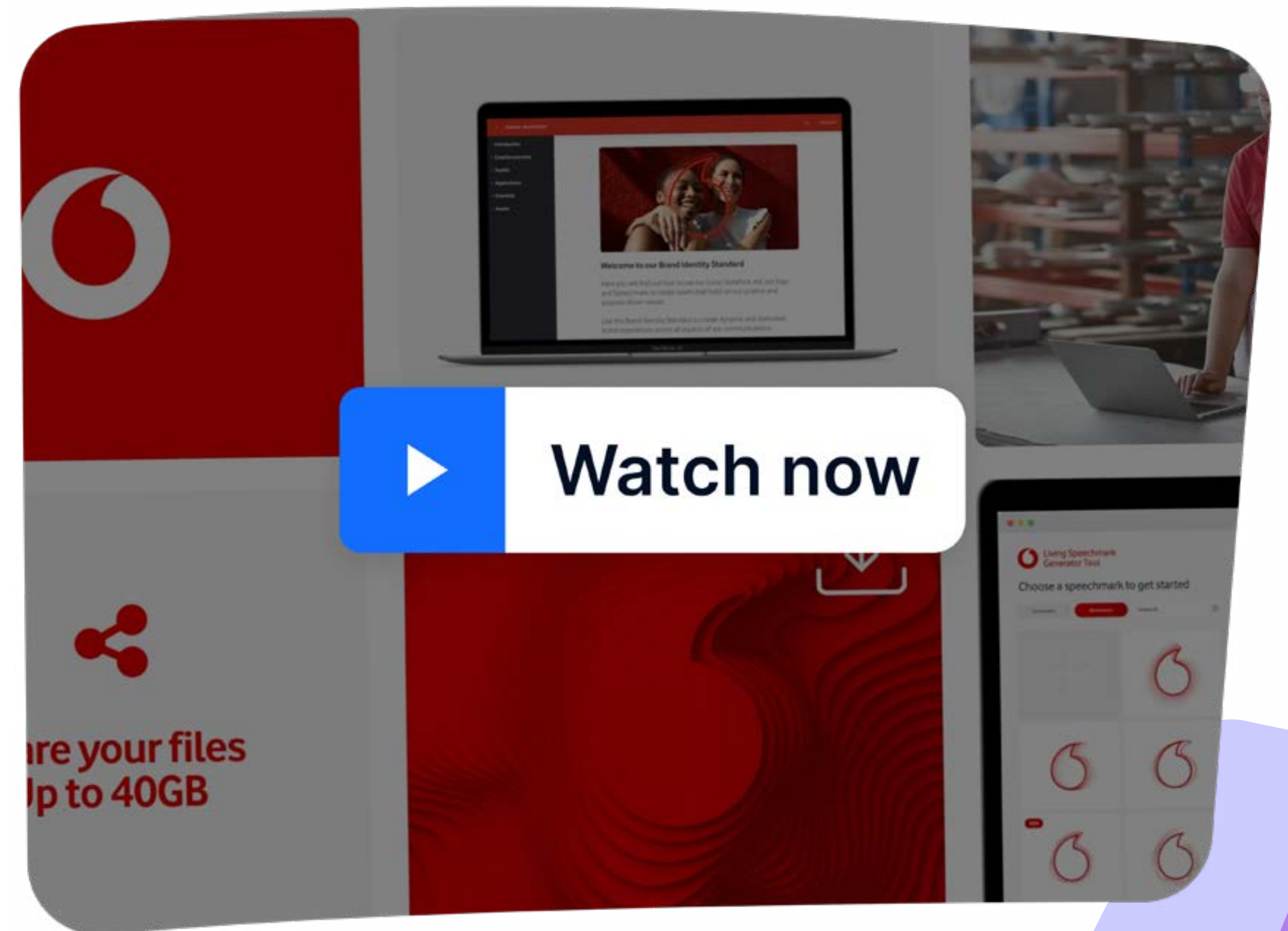
“Bynder’s AI features have made us so much more efficient, freeing us to focus on other projects”

—Amr El Badry, Head of Brand at Vodafone Group

Driving early adoption from day one

Vodafone Group met its ambitious goal of launching Bynder as the brand's digital home within **six months**, a major feat for an enterprise of its scale and complexity. To ensure high adoption from the start, Vodafone hosted a dedicated launch event that introduced employees to Bynder's capabilities.

Since then, user adoption has continued to rise and expand to more teams, with consistently positive feedback from across the business.



Vodafone's internal promotion video for the launch of Bynder



About Bynder

Bynder goes far beyond managing digital assets. The digital asset management (DAM) platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive.

Bynder enables more than 1.7M users across 4,000 organizations, including Spotify, Puma, Five Guys, and Icelandair. Founded in 2013, Bynder has eight offices around the globe, including the Netherlands, the United States, Spain, UK, Australia, and UAE.

For more information please visit our website www.bynder.com.