

Customer Story

Formula 1 team Sauber Group puts Bynder AI in the driver's seat for fueling omnichannel experiences



About Sauber Motorsport AG

Formula 1 racing team Sauber Motorsport AG has been a mainstay of the F1 grid for decades, one of only four teams to compete in more than 500 races.

Nurturing young talents through the years including Michael Schumacher and Kimi Räikkönen, Sauber is renowned for its engineering excellence and deep passion for racing.



A customer since 2018, Sauber brought on Bynder's [digital asset management \(DAM\)](#) platform to serve as its “de facto media hub” for race weekends, enabling photos and media assets to be quickly uploaded and distributed to press and partners in real time.

Recently, Sauber upgraded its solution to include Bynder's [AI and facial recognition capabilities](#), accelerating content discovery and distribution, and driving maximum ROI from its media assets.





Challenges

On race weekends, a need for speed applies on and off the track. Thousands of photographs and videos capture the action, with internal teams, 50+ sponsors, and a global network of partners demanding media assets ASAP to fuel [omnichannel content experiences](#) for F1 fans worldwide.

To achieve this, Sauber's comms team needed its content operations to run like a well-oiled machine, recognizing Bynder's AI-powered DAM platform as the solution that guaranteed speed, agility, and a self-service approach for every stakeholder to intuitively find, use, and share relevant assets with lightning-fast efficiency.

“We generate over 1,000 photos over three days and have countless partners – both sponsors and media – who need this content in real time. We have a team working on auditing images, so nobody gets to see all the assets. Bynder’s AI and facial recognition capabilities are speeding up the whole process, helping us discover and distribute assets we may have not even personally seen or processed before.”

—Will Ponissi, Senior Communications Manager at Sauber Group

Solution

Bynder has become integral to fulfilling Sauber's need for speed and satisfying the content-hungry demands of its F1 community, bringing a host of benefits including:

Effortless organization: An intuitive filter-based [taxonomy](#) structure and the ability for photographers to easily tag and categorize images upon upload mean fewer bottlenecks and more time saved to focus on higher-value tasks.

Faster content discovery: [AI-assisted searching](#) allows Sauber's comms team to quickly discover and distribute omnichannel content experiences from thousands of race-day photos, without having to manually review them all. This unlocks huge time savings while driving more content ROI and reuse.

"What we love about Bynder is that it integrates into our workflows easily and doesn't create a bottleneck. Photographers trackside upload photos in real-time and [Bynder AI] helps us find the proverbial needle in the haystack."

Effective partner enablement: Bynder's self-service approach means social media teams and external partners can access the portal themselves and find relevant assets as and when they need them. Bynder Express also allows Sauber's partner managers to curate and securely share curated content collections quickly.

Enabling character-driven storytelling **with facial recognition**

It's not only Sauber's star drivers who attract the cameras on race weekends. Following the behind-the-scenes action can be equally thrilling for F1 fans—from split-second pit stop maneuvers to the lap-by-lap strategies of engineering teams.

Bynder's facial recognition technology is invaluable in bringing these stories to life, automatically detecting individuals in photos upon upload to Bynder. Sauber's comms team can quickly find and share content featuring specific team members with its wider network, fueling more personalized, character-driven storytelling.



The result: less time spent sifting through images, more value gained from Sauber's content library, and a deeper connection between fans and the Sauber brand.



“Being able to just search for the name of not only our drivers but also engineers and mechanics and instantly find the photos they’re featured in—that’s been a game changer for us.”



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.