bynder X LUCID

Customer story

How Lucid Motors drives omnichannel retail experiences with Bynder's AI-powered DAM

Founded in 2007, **Lucid Motors** is an American automotive company pioneering a new generation of electric vehicles. Combining luxury and sustainability to produce cars that are beautifully designed and good for the planet, Lucid abides by a vision that car enthusiasts "no longer have to choose between doing great things – and doing the right thing."

As a fast-growing EV manufacturer operating in a competitive industry, building lasting brand loyalty among car lovers is critical to success. To continue its growth, Lucid needs to deliver a dynamic, omnichannel marketing and e-commerce strategy. With a growing demand for on-brand, high-quality content to fuel these brand experiences, Lucid looked to create a **digital content ecosystem** that could support its ambitious goals.

Challenge

Lucid's target audience appeals to a broad demographic of consumers, and the company has a growing number of channels and touchpoints through which it can advertise, inform, and sell its vehicles—both digitally and in-store. That's why Lucid Motors needed a centralized system of record that could be the starting point for every brand interaction.

Lucid saw a digital asset management (DAM) platform as the missing piece of the puzzle, selecting Bynder's **AI-powered DAM solution** as the perfect solution for its needs.

Solution

Working with Bynder's experts to create a best-in-class DAM solution configured for Lucid's specific use case, Bynder operates as the foundation of Lucid's entire content ecosystem. Now, teams can quickly access and distribute on-brand, publish-ready assets across its content supply chain—from its website and e-commerce channels to social media and in-store experiences. Bynder's **Brand Guidelines** module provides a digital home for the Lucid Motors brand identity, ensuring everyone can access and use up-to-date brand assets correctly.

Results

"Bynder is the central source for Lucid Motors brand assets. We're able to provide teams with access to our final approved creative assets, which are leveraged in a number of ways."

— Cory Davis, Digital Asset Manager at Lucid Motors

20,000
assets stored

300
active users

70%
less weekly workload

How Lucid leverages Bynder's cutting-edge AI search capabilities

At a time when Lucid was undergoing a brand and content strategy refresh, the company implemented Bynder's **AI search capabilities**. Fundamentally, Bynder's AI search enables Lucid's teams to leverage AI to intuitively find what they need quickly—even if they don't know what they're exactly looking for. Whether that's searching in the DAM by uploading an external image, text-in-image searching, or aggregating visually similar assets in the same search results.

"As a DAM Manager, I'd estimate 70% of my weekly workload has been freed up since using AI search because I'm receiving far fewer asset requests from users."

— Cory Davis, Digital Asset Manager at Lucid Motors

Now, employees can find the perfect image for their needs without needing specific keywords, or they can simply leverage an image found online and use it to find similar assets in the DAM. By automating the manual work of finding assets and maximizing the reuse of its existing content library, Lucid's teams can get more ROI from content while saving time to focus on higher-value, strategic tasks.

"The time spent searching for assets in the DAM has decreased from a couple of hours [for a typical brand campaign task] to just 30 minutes after just six months of using AI search."

"Within the last year, we've grown the number of active DAM users from 20 to 300. Nearly 20,000 digital assets are being managed in the DAM, and that number is growing every day."

— Cory Davis, Digital Asset Manager at Lucid Motors

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