

Customer Story

**Bynder's
AI-powered DAM
accelerates campaign
time-to-market for
Campari Group**



About Campari Group

[Campari Group](#) is the sixth-largest player in the global spirits industry, boasting a portfolio of more than 50 premium and super-premium brands.

With iconic names like Aperol, Campari, SKYY, and Wild Turkey, the company's strategy focuses on organic brand building alongside external growth via selective acquisitions of brands and businesses.

Founded: 1860

Headquartered: Milan, Italy

50+

brands

190+

markets served

4,900+

employees



Background

Campari Group's growth strategy combines strong brand building with strategic acquisitions. With consumers' path-to-purchase and the role of e-commerce evolving rapidly, Campari Group required a future-proof solution to spearhead its content operations and enable targeted, consistent brand experiences that appeal to today's omnichannel customers.

Whether it's facilitating brand acquisitions, coordinating campaign launches, or ensuring regulatory compliance on content, Campari Group brought on Bynder's [best-of-breed DAM platform](#) to address these challenges and, in their words, become the 'master of content' within its digital ecosystem.

Bynder is a strategic partner for Campari Group that helps streamline operations, accelerate the global time-to-market of its products, and ultimately drive business growth worldwide.

“Bynder is designed with a consumer-facing ease of use, which has significantly improved adoption across our global teams. In fact, user adoption and usage has increased by ten times versus our previous platform.”

— Liam Barnes, Global IT Director of Marketing Technologies at Campari Group

Previous challenges

Campari previously used an alternative DAM solution, but there were opportunities for improvement. This led the company to seek a new, closer DAM partnership to address the following:

UX and user adoption

The need for a more intuitive, user-friendly interface that would ensure widespread adoption across the company.

Content and ROI insights

Executives and managers needed clearer oversight of content usage and performance to accurately measure the ROI on marketing spend.

Collaborating with external agencies

Ensuring external partners can easily collaborate within the DAM, reducing inefficiencies and costs while enhancing brand control internally.

“We saw the potential in Bynder to gain clearer insights into our marketing efforts and more accurately measure the ROI on our brand strategy and content.”

— Liam Barnes, Global IT Director of Marketing Technologies at Campari Group

Why did Campari Group select Bynder DAM?

With content production increasing, Campari Group saw the potential in Bynder to accelerate global time-to-market of its products and campaigns and deliver more personalized [content experiences at scale](#) for its 50+ sub-brands, connecting content with business growth.

Smooth onboarding

Bynder is easy to use with minimal training, promoting high user adoption with Bynder at the heart of the company's content supply chain.

AI-powered capabilities

From detecting duplicates to automatic asset tagging, Bynder's AI and automation capabilities could reduce manual processes and shorten the time-to-market of its products.

Data-driven content insights

[Bynder Analytics](#) enables deeper insights into content performance, allowing the team to measure ROI more accurately.

Rich integrations

Bynder's integrations with other best-of-breed tools—particularly [Salsify \(PXM\)](#)—would ensure digital assets are seamlessly delivered across Campari's content ecosystem and to third-party retailers.

“Campari Group acquired the cognac brand Courvoisier this year, which meant transferring ownership of all website, product, and brand assets. Within four days, we had completed the transfer and made the assets ready to use for every single market by using Bynder as the foundation of our acquisition process.”

— Liam Barnes, Global IT Director of Marketing Technologies at Campari Group

Campari Group's transformation with Bynder

Less than a year into its Bynder journey, Campari Group has already increased user adoption tenfold compared to its previous solution with 800 users onboarded. Bynder's [AI-powered search](#) and tagging have also significantly reduced the time spent searching and managing assets, while making it easier to ensure regulatory compliance on all published content.

Seamlessly integrated with Campari Group's wider martech stack, including Salsify PXM, assets can be distributed to retailers like Amazon accurately and in record time, giving the group an extra competitive edge.

Data insights from Bynder Analytics are also helping to inform better decision-making on content strategy, optimize campaigns, and deduce the ROI of marketing efforts.



Smooth onboarding

"We had a very good onboarding team and that helped us with the technology and our adoption to have the maximum impact within the business."

Streamlined operations

"Having an efficient way to manage assets is key to ensure brand consistency, but also that our teams don't lose time."

Better retail experiences

"When we are syndicating our products out to third-party retailers like Amazon, the right asset is always being delivered to the right channel."

Faster time-to-market

"If we make a design change to our bottle branding, we update it in one place and it proliferates across our ecosystem."

Personalized content experiences at scale

"For our 'Negroni Week' campaign activation, we were able to use Bynder as the central access point for distributing personalized assets to local markets and external partners quickly and at scale."

“Our aim for Bynder includes leveraging its AI functionalities to enhance asset management, reduce duplication, and provide deeper insights into content performance. We are particularly excited about Bynder’s AI search and auto-tagging features, which are crucial for streamlining our content operations and improving efficiency to help us go to market faster.”

— Jeremie Moritz, Sr. Director of Global Consumer Engagement

How Bynder AI is scaling content operations for higher marketing ROI

For Campari Group's 50+ brands, Bynder's [AI capabilities](#) are producing a range of benefits:

Eliminating duplicates: Duplicate assets are automatically removed at upload.

Search by image: Using images instead of words to search is hugely beneficial considering the group's portfolio size and market scale, saving significant time.

Text-in-image detection: The ability to extract and tag text within images makes it much easier to search, review, and categorize product labels and go-to-market assets.

"Searching is so much better than it ever was. People feel that they are getting value from the solution right away."





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.