



Leisure marketing team sharpens focus.



Founded in 1903, RACV is best known for operating in the world of motoring - it's earliest charter being to operate as a social club for car and motorcycle enthusiasts. The organization has always had a priority for road safety, advocating for improvements to roads throughout the state. Over many decades, the organization has become prominent in a range of other areas including home services and leisure.

The Leisure division has grown to become an important arm of RACV, offering a broad range of travel and leisure services to members and the public including, eight resorts across Australia, a conference and events business, RACV Club, travel insurance, and an attraction ticketing business offering over 3,000 experiences across Australia and New Zealand.

A group of people are sitting around a dark wooden table in a meeting room, working on laptops. One person in the foreground is wearing large headphones and is seen from behind. The room has a warm, wood-paneled background. The text 'Managing the internal design process.' is overlaid in white on the bottom half of the image.

Managing the internal design process.

To assist in the development of communications materials to promote their growing range of services, the Leisure division is supported by a marketing team including in-house design capability.

As often happens with multiple stakeholders in different locations, the marketing team were inundated with requests from ten resort and club properties, and over 100 different stakeholders, to make numerous (and often minor) changes to promotional material. In addition, often properties would create their own materials which would often be off brand. The result is that the process is time consuming and difficult to manage.

The marketing team became too focused on low value-add operational marketing activity

rather than devoting time to important marketing programs. There was also no capacity to track the volume of incoming work or reference previously amended creative. This made updating existing material a tricky and time consuming process.

Beyond the problems of content creation, the volume of travel imagery in the marketing team's control was enormous – and was stored across a variety of platforms with no system in place to search and manage these assets. It's well known that without a formal system to sort digital assets, internal design/marketing teams lose up to 20% of their time (a day a week) hunting around looking for assets requested by users in a network.

The smart way marketers are managing assets.



Digital Asset Management is a significant issue in modern marketing. The emergence of new media – particularly online – has placed enormous pressure on organizations to produce more content.

The equation is simple. More content means more assets to juggle. The bigger the asset library, the more difficult it becomes to locate assets quickly – particularly if all those assets are spread out across a mix of portable hard drives and/or computers in a network. DAMs have become a central part of the content

ecosystem because they solve the ‘asset juggle’ by streamlining, organising and managing assets in the one central place, getting users to the right asset quickly, and providing all the legal information around that asset (like Rights Management restrictions) so those users can create content fast.

Creating content fast means you can get your message in front of customers faster. [Independent research](#) has found that organizations using a DAM reported a 23% year over year reduction in time to market.

‘...inbuilt approval processes, streamlined workflows and 100% brand consistency.’

RACV quickly came to the realization they needed a process in place that would enable their marketing team to oversee the content creation activities of their properties. They were keen to wrest back control of the brand, but they didn't want the continued pressures of having to execute the huge array of minor changes and straightforward production for their network. The new system they were looking for would get their marketing team back focused on campaigns and projects that help grow the portfolio and would simultaneously help manage assets with a system that made storage, search and management simple.

An end-to-end Brand Management solution.

In 2019, RACV approached MyAdbox to provide a Brand Management Software solution that would create some process around their production system driving down the time being taken to create individual custom job requests

and simultaneously solve the requirement they had to control and share assets with users across their network.

The MyAdbox team developed a complete onboarding and rollout plan following a series of meetings to assess the need across the network and the flow of work through the marketing team. These early meetings involved scoping sessions included the marketing team and a cross section of network users to explore the depth of the requirement.

Outcomes from these sessions provided the MyAdbox team with the material to develop a more efficient proposal to RACV including a Digital Asset Management (DAM) platform and an automated content creation system using editable creative templates that users anywhere could access to build brand compliant material. These systems offer inbuilt approval processes, streamlined workflows and 100% brand consistency.



A streamlined system for all users.

The RACV Brand Management proposal completely overhauled the RACV production model, streamlining their production by putting the Brand Management system at the heart of their content production model.

This instantly solved the problems of hunting through thousands of individual travel related assets and straightforward content production for the marketing team. It also meant that the RACV marketing team could be completely confident that the material being created by each of the properties using an editable template system was on brand every time. For the end users, they were able to jump into the system whenever they wanted to create material in virtually no time, for no third party

costs and quick marketing team approvals. The assets within the RACV library now doubles as an image selector tool within the editable template model. This means users are able to change the entire look and feel of their creative, simply by selecting a pre-approved image through the template.

The Digital Asset Management (DAM) software provided a system that dealt completely with the management, secure access and streamlined distribution of digital assets at all levels – 24/7. This software now provides everyone within RACV Leisure with:

- **Asset version control**
- **The generation of asset variations for re-purposing requirement**
- **Adding metadata to assist with search functionality and sorting**
- **Asset management controls – including rights management and user permissions**
- **Expiration control and the capacity to archive**
- **Secure storage of all assets in the one location on Amazon S3 servers**

The DAM has given all RACV users the ability to search, download and distribute assets for their own purposes, with clear process around permissions and rights management. It has revolutionized how they access and draw on imagery from a huge asset library, eliminating confusion and empowering users rather than relying on protracted email chains. It has also saved the marketing team time in dealing with requests for assets and making sure the right asset at the right size is shared with the right user. Moreover, the analytical tools within the system provide clarity around the individual assets within the system, enabling administrators with the ability to see which

images are more popular – shaping the nature of the photography required in the future.

Resolution issues were also eliminated as the files were vetted on bulk upload by the marketing team to ensure that any asset downloaded, used within a template, or shared with other users would be of sufficiently high quality to ensure high quality outcomes. The protracted process of production was a thing of the past and with automatic job number creation and archiving, modifying previous campaigns was easy.

Conclusion

The RACV marketing team can now focus on what they do best – growing the leisure business by developing innovative campaigns. Once they've developed this material, they can then load these concepts up into the system as editable templates that anyone in the network can use to create content for their own location.

The MyAdbox solution proves that marketing teams with internal design capability can function well with the right tech. Smart software enables, controls and saves time and money.

For more information around introducing MyAdbox Brand Management Software into your business, contact Andrew Baker - abaker@myadbox.com

