

CUSTOMER SUCCESS STORY

Under Armour Connected Fitness

Under Armour's groundbreaking innovations have helped it become a global leader in the sports apparel and accessories industry, outfitting stars like Jordan Speith, Lindsey Vonn, and Tom Brady. Aimed at transforming fitness and performance, Under Armour's Connected Fitness business unit leverages new and emerging digital technologies to create unmatched experiences.

INDUSTRY

Apparel and Footwear

130⁺ ASSETS

5 GLOBAL OFFICES

400⁺ EMPLOYEES

One of Under Armour's most recent product releases, UA HealthBox™, is the first state-of-the-art fitness ecosystem of its kind. By connecting high-performance apparel with advanced tracking systems, UA HealthBox™ stands out from other popular products in the rapidly-growing wearable technology sector.

CHALLENGE

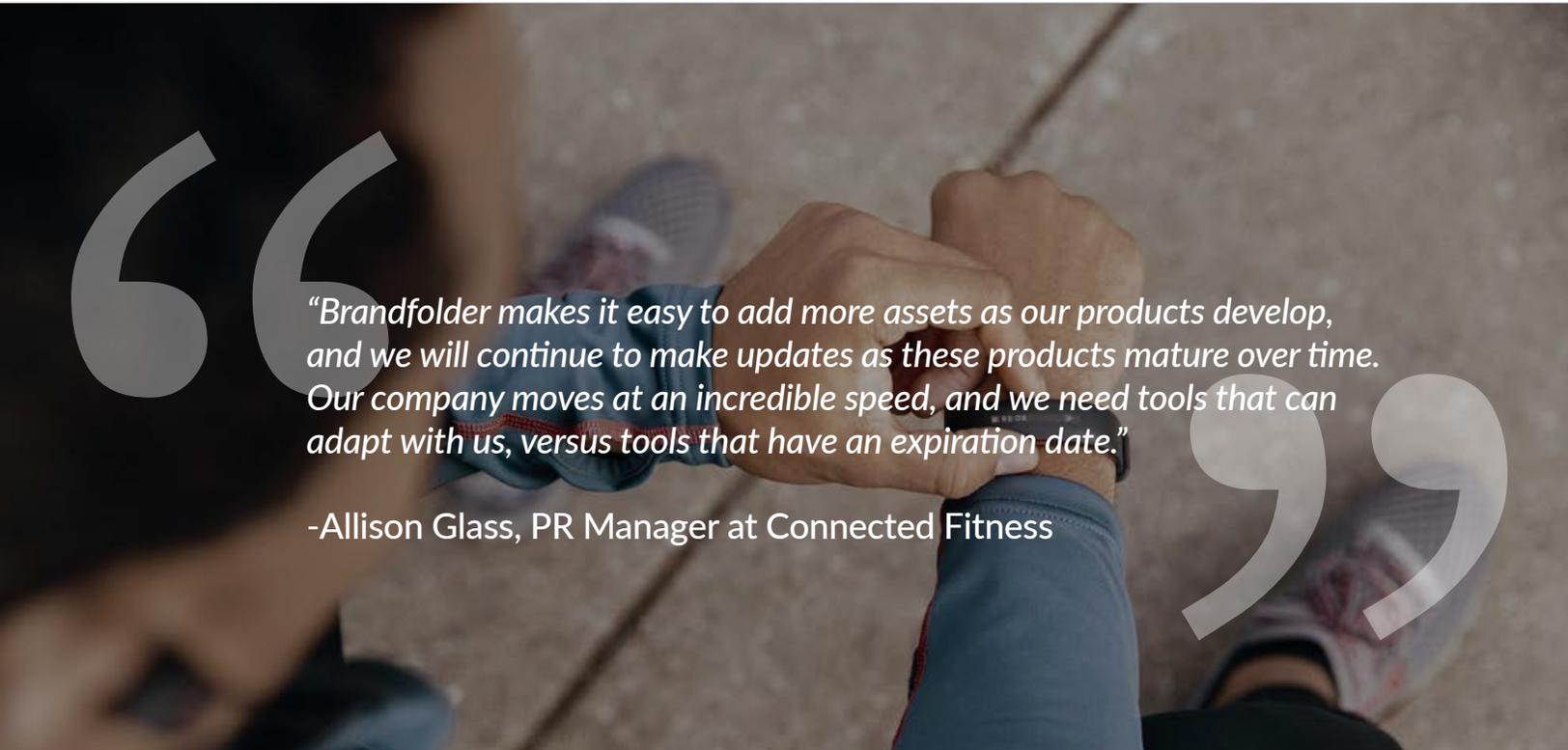
Like most international brands, having access to updated brand assets is an important part of daily operations for the Connected Fitness team. But with over 400 team members operating from offices in five different global locations, brand disorganization posed a major challenge.

The Connected Fitness team relied on email, traditional cloud storage, and desktop files to manage their brand, which made it extremely difficult to find assets. Even after a product image or logo was located, employees still had no way of knowing whether or not it was the most recent version. This initiated a sequence of email requests and fruitless searching, which further wasted precious time and energy.

SOLUTION

As the UA HealthBox launch deadline neared, members of the Connected Fitness team knew the brand needed a solution to the inefficiencies caused by using conventional tools. The team chose to adopt Brandfolder because it provided an intuitive, central location where all five global teams could collaborate.

While preparing to launch UA HealthBox at the Consumer Electronics Show (CES), the Connected Fitness team used a private Brandfolder instead of a traditional media kit to prepare new product assets for press. This Brandfolder provided a secure location where designers, marketers, and PR professionals could deposit final brand assets, such as lifestyle imagery and app screenshots. Using Brandfolder instead of traditional media kits certainly paid off: when UA HealthBox debuted at CES, it won over 20 CES awards including multiple “Best of CES” accolades.



“Brandfolder makes it easy to add more assets as our products develop, and we will continue to make updates as these products mature over time. Our company moves at an incredible speed, and we need tools that can adapt with us, versus tools that have an expiration date.”

-Allison Glass, PR Manager at Connected Fitness

HealthBox Cover angle1



Attachments

Metadata



HealthBox_Cover_angle1.png

13.6 MB · W: 1648 H: 2160



Download 1 Attachment

Share Asset

Last updated on 01/12/2016

IMPROVED COLLABORATION



By keeping all new product assets in a single location, the Connected Fitness team was able to stay on schedule with their product launch plan. The ability to easily make updates to existing assets in Brandfolder also helped the team eliminate confusion around versioning.

GLOBAL CONSISTENCY



Before the official launch of UA HealthBox, the Connected Fitness team shared their private Brandfolder exclusively with 35 members of the media. This proactive pre-briefing approach helped generate over 1.5 billion media impressions — all of which were accurate and on-brand.

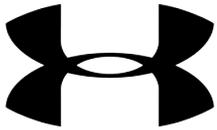
POWERFUL CUSTOMIZATION



The Connected Fitness team customized their Brandfolder by adding visual brand elements such as a header image, and organizational elements like custom sections. This helped Under Armour's Connected Fitness team create a consistent brand experience for press and partners.

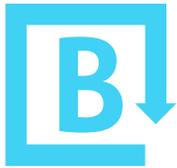
"Brandfolder was essential to our team's collaboration leading up to the launch of our first suite of connected products."

-Allison Glass, PR Manager at Connected Fitness



About Under Armour

Founded in 1996, Under Armour is a global leader in sports apparel and accessories. Under Armour sees commitment to digital technologies as a key factor in powering their mission to help make all athletes better through passion, design, and innovation.



About Brandfolder

Brandfolder's easy-to-use Digital Asset Management platform helps creative teams store, share, and showcase important brand assets from a single location. Brands like Slack, L'Oréal, and Under Armour use Brandfolder to improve organization and ensure brand consistency.

Ready for Better Brand Management?

If you're ready to transform the way you manage important brand assets, visit [Brandfolder.com](https://brandfolder.com) & get a quote for your brand.

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