

CUSTOMER SUCCESS STORY

FINIS, Inc.

If you're an avid swimmer, chances are you can pinpoint a FINIS fin from far across the pool deck. The bright yellow color of FINIS products make them easy to remember, but that's not the only reason they stand out. FINIS' innovative, high-quality product line is coveted by coaches, swimmers, and professional athletes around the world. FINIS' commitment to technical innovation is matched by their commitment to a unified brand vision — both of which have propelled rapid international brand growth.

INDUSTRY
Retail

65⁺ COUNTRIES

184⁺ ASSETS

70⁺ EMPLOYEES

CHALLENGE

The FINIS headquarters is located in a quiet, unassuming office park just beyond the bustle of San Francisco. There, you'll find Creative Manager Rachel Westerhoff and the small, yet mighty Creative and Marketing team responsible for designing and delivering all of FINIS' digital brand assets.

With international partners in over 80 countries, providing the right brand assets to the right people was no easy task. Lack of communication led to marketing misalignment, and Rachel's team frequently found outdated imagery and product copy being promoted in critical new markets. Despite their best efforts, the FINIS team often watched their beloved brand be misused and diluted by their own partners.

In addition to these frustrations, FINIS' brand assets were scattered across multiple locations, including internal servers, cloud storage, and personal external hard drives. Without a centralized home for brand assets, Rachel's team wasted an average of 10 hours each week responding to email requests — mostly for assets that had already been created.

Plagued with an endless barrage of requests, FINIS was unable to coordinate successful product launch strategies across markets, and new products often fell flat.



SOLUTION

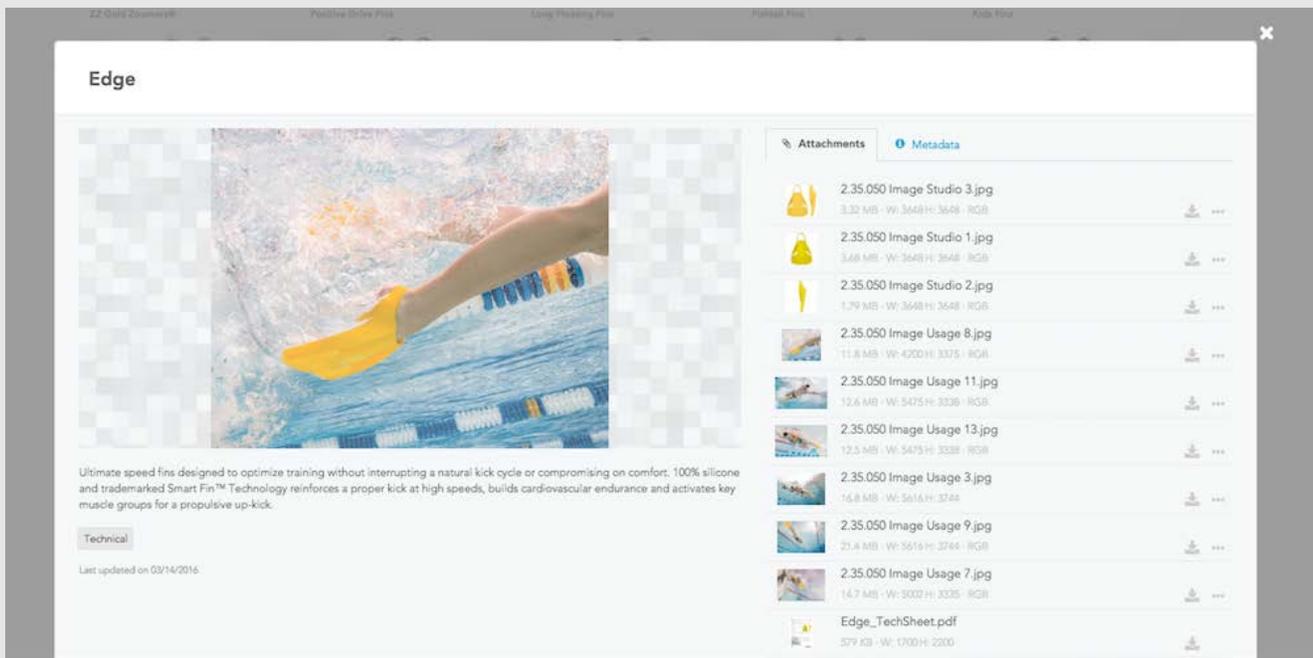
To better manage their growing global brand presence, FINIS needed a digital asset management solution globally and offered immediate accessibility to brand assets. Rachel and her team chose Brandfolder for its simple, visual interface and intuitive organizational structure.

Since adopting Brandfolder, the FINIS team has transcended communication barriers and empowered all employees and partners to quickly find what they need. Now, FINIS can streamline communication and uphold a consistent vision across the globe.



“Brandfolder gives us the competitive edge to grow and scale consistently at a rapid pace. I don't know how we lived without it, and I can't imagine managing our brand any other way.”

-Rachel Westerhoff, Creative Manager at FINIS, Inc.



ADAPT TO GROWTH

As FINIS' global footprint expanded, so did their digital asset management needs. Soon after adopting Brandfolder's "Press Kit" option, FINIS upgraded to Brandfolder's "Enhanced" offering to accommodate more assets. Brandfolder's flexible, customizable platform easily scaled to match FINIS' rapid international growth.

In the summer of 2015, Rachel and her team decided to migrate to Brandfolder's Enterprise solution, giving FINIS full control over their brand -- with unlimited assets, customizable sections, and the ability to manage a private internal Brandfolder in addition to their public-facing assets.



IMPROVE COMMUNICATION

To create comprehensive media kits for each new product launch, FINIS takes advantage of Brandfolder's file stacking feature. All official product information -- including technical specifications, inventory detail sheets, and social media content -- can be shared with a single link.

These easily-accessible media kits improve FINIS' go-to-market strategy, because all global teams can prepare for product launches weeks in advance. Armed with the ability to launch new products more quickly and effectively than before (sometimes in as little as two weeks!) FINIS gains a competitive edge over rival swim brands.

"We used to be months behind, but having everything easily accessible in Brandfolder allows us transparency in our actions globally. I would recommend Brandfolder to any business in need of a DAM system."

-Rachel Westerhoff, Creative Manager at FINIS, Inc.



About FINIS, Inc.

FINIS is on a mission to simplify swimming through technical innovation, high-quality products and a commitment to education. Since 1993, FINIS has created products that help athletes of all abilities master the basics of swimming.



About Brandfolder

Brandfolder's easy-to-use Digital Asset Management platform helps marketers and designers store, share, and showcase their most important brand assets from a single online location. Brands like Slack, MapQuest, and FINIS use Brandfolder to improve internal organization and ensure brand consistency.

Ready for Better Brand Management?

If you're ready to transform the way you manage important brand assets, visit our website & get a quote for your brand.

[GET QUOTE](#)

 Brandfolder