

Success story: Renault Australia

## Consistently professional

### How Renault Australia automated the production of local area marketing collateral across a national dealer network

**About Renault Australia**

Renault has been creating cars for over 100 years and is known for its innovation in automotive design and manufacture.

In Australia, a comprehensive network of dealers markets and services the Renault brand nationally. Located in major cities and selected provincial centres, these dealers have been selected according to Renault's exacting corporate requirements to provide first-class service standards and an exemplary first-contact point for all Renault customers.

[www.renault.com.au](http://www.renault.com.au)

**About brandforce**

brandforce is a web-based automated composition and publishing platform that enables you to produce 'on-brand' communications in minutes

[www.brandforce.com](http://www.brandforce.com)

Renault is one of the world's leading automotive brands, and communicating consistent brand messaging is vitally important to ensure brand clarity.

Three years ago, Renault Australia adopted brandforce as the production process for the growing range of marketing collateral required by the company's nationwide dealer network that had to meet the exacting brand standards demanded by Renault France.

**The need for an efficient workflow**

The task of constantly producing a brand consistent range of current marketing collateral for a nationwide dealer network was demanding, time-consuming, error-prone and costly.

The first step was to collect and centralise all relevant digital assets in brandforceCatalog. Second was the design and setup of an online range of brandforce smart templates that complied with the company's stringent corporate identity guidelines, allowing Renault Australia marketing staff and dealers to self-publish advertisements, brochures, pricelists, leaflets, newsletters and stationery.

**Renault partners with online brand publisher**

National Head Office Aftersales marketing staff now easily collaborate online with the National Dealer network to produce an extensive range of brand consistent marketing and advertising collateral, and what used to take days if not weeks to accomplish, is now achieved in a matter of minutes. Consistent, timely, accurate and 'on brand'.

**Marketing collateral is produced in minutes instead of days**

The production of Renault Australia's aftermarket marketing material illustrates how brandforce can make a real difference.

Each vehicle model is marketed with a distinct and different colour palette but ensuring that was consistently applied was something of a hit and miss affair. To solve this ongoing headache, the smart templates in brandforce were programmed to automatically populate the appropriate colour space with the model brand colour, according to user selection.

Second, detailed information, like item description, part number, comments and pricing, used to describe each accessory is now securely stored and updated using GoogleDocs, and importantly, dynamically linked to brandforce. When an accessory image is selected from brandforce's image library, the important descriptors located in the GoogleDocs files 'populate' the 'parts table' on the brochure, negating the need for that information to be manually entered by each dealer, saving considerable time, money and resources.

And with passenger and commercial models presently totalling 10, the accessories at any one time run into the many hundreds. Brandforce has made a big difference to streamlining Renault Australia's local area marketing.

**USAGE STATS**      users 38, templates 27,  
PDFs produced 1,000+

**BRANDFORCE APPLICATIONS USED**      Publish, Catalog, Folio, Admin



Solution PARTNER

**Interested in learning more?**

If so, we would love to discuss how we can help automate your design and publishing workflows to improve performance.

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