



Creating brand consistency for less effort. Global brand Lansinoh explains how they did it

About Lansinoh®

The Lansinoh® story started in Portland, Oregon, in 1978 with breastfeeding mom, Resheda Hagen. Resheda was breastfeeding her newborn baby but after several days suffered from tenderness. She sought help from a breastfeeding coach who recommended lanolin, a safe and natural remedy. Unfortunately, lanolin wasn't available in the shops.

Resheda's husband was able to locate and bring home a one pound jar of lanolin from the hospital pharmacy. She applied it and felt immediate relief. Resheda Hagen started advocating the benefits of highly purified lanolin for nursing mothers and has never looked back.

Resheda Hagen founded Lansinoh in 1984 to offer breastfeeding women an effective alternative to the chemically-based products that were available for soreness – a major reason for failing to establish a successful breastfeeding relationship between new mums and their babies. In 1984, she started giving it away just as a service to other mothers. But as word started to get out, she started getting more requests for it, and so she realized there was a need for a business that specializes in supporting breastfeeding moms. From there, Resheda began further refining, processing and selling lanolin to new moms, and this commitment to women is the foundation on which Lansinoh was built.

Today, Lansinoh has expanded its product offering and now sells items like breast pumps, breastmilk storage bags and nipple care products in over 60 countries. With seven offices around the world, Lansinoh's mission is to help women around the world thrive as they become new mothers. The global teams achieve this by providing high quality products and advice that helps new mothers get off to the best start in life with their babies.



The challenge

Lansinoh, while well-established in its key countries, is still on a major growth trajectory in many emerging markets. This rapid expansion requires constant innovation, adaptability and creative problem solving.

Around the same time Senior Graphic Design Manager Kayleigh Askins joined the company, Lansinoh decided to create a global, central design team. This opened up an amazing opportunity to introduce better tools and processes to solve several challenges the teams were experiencing.

Kayleigh says that change was welcome and indeed, necessary, because the design team was overloaded with designing - and redesigning into multiple languages - marketing material for teams around the world.

Kayleigh says, "The national marketing teams often asked the designers to localize existing materials. Spending time translating these was taking up valuable time in a very busy department."

They were also finding it hard to find files so it wasn't uncommon for designers to recreate existing materials.

Some markets had enlisted agency support but that also presented problems. Consistency suffered and file sharing was problematic.

"We would get teams contacting us and asking us to recreate things they'd seen in another market. We would then have to spend time trying to find the design, recreate it and repost it," says Kayleigh.

The upshot? The design team was spending loads of time replicating, translating and localizing designs that had already been created - and they were exhausted.

As a global, growing business, it was critical that brand controls were implemented and processes were made as easy and transparent as possible.

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Hira Rahim
Associate Director of Digital Marketing



Here's how they did it

Over the past two years, the brand studio team has become a centralised creative hub for the business.

Kayleigh explains, "Canva was implemented right after we brought this team together so we now work collectively to service all the offices and markets by centralising a selection of our design work."

In terms of education, she says that all members across the business were trained on how to use Canva to its full potential.

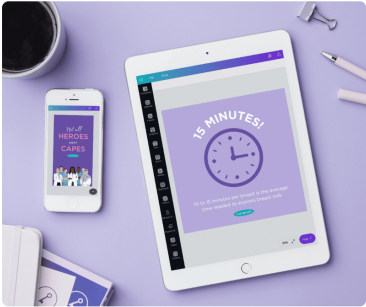
Hira Rahim, Associate Director of Digital Marketing says, "Canva makes it easier for large teams and global organizations to quickly and easily create relevant content . The interface is very intuitive and easy to use. You don't have to be a professional designer to know how to use it. It allows for us to produce content in a quick, efficient way that meets the demands of our growing digital channels."

The design team still uses the Adobe Suite to create designs but they then recreate the designs in Canva which is then shared via the Canva platform, making it accessible to the teams around the world.

When the brand studio delivers a global campaign, Canva is utilised by sharing designs for social, email or website and the regional teams then have the power to localize and translate content.

Kayleigh says that the brand team loves the brand kits, brand controls like specifying fonts and colors and real-time collaboration. Creating templates for e-commerce sites such as Amazon, social posts, website layouts and digital ads have proven to be the most useful.

"We are looking to expand the use of the platform to some of our external partners around the world," she says.



Summary

Since implementing Canva for Teams, brand consistency over multiple markets has improved and Kayleigh estimates that they are saving around 10% on time overall due to the ability to reuse and adapt assets in multiple markets.

The global teams have better visibility of the templates and designs available to them, there is more flexibility for markets to adapt messaging, and assets can be provided and shared much more quickly because users don't have to wait for a designer to get back to them.

Fildeflfa Musteqja from Lansinoh's Export team says, "I enjoy using Canva because it allows you to edit templates created by our designers super quickly, providing branded and localized content for multiple markets in just a few clicks. It also gives you the flexibility to create new on-brand content from scratch for a variety of channels providing me with enough autonomy and allowing our designers to focus on bigger projects."

Kayleigh says that Canva is popular with the designers because it doesn't take away their creativity. It just frees up time because they're no longer doing mundane work, allowing the designers to focus on bigger and more dynamic projects.

For non-designers, she says that it also saves time because they don't have to invest time in learning how to use complex design tools and the teams are empowered to make edits themselves without having to wait for a designer to get back to them. The collaborative nature of the platform makes it easy to find and localize materials that have been created for other markets, saving the design team exponential amounts of time and reducing frustration all 'round.