

Sinclair Pharma Case Study

Pharmaceutical | 6 brands | 8 countries | 200+ employees | US\$43m+ revenue

Sinclair Pharma is a global aesthetics company headquartered in London, United Kingdom. The company has offices in Western Europe, United States, South Korea, Mexico and Brazil, and is supported by a global network of partners and distributors.

Sinclair's local offices and partners around the world are empowered to create their own, localized marketing materials on the We Brand platform. Brand consistency is ensured by the Brand Guidelines Enforcer.

Sinclair's central Marketing team in the UK now spends more time on strategic planning and creating bespoke designs to boost the company's growth.



Customer Benefits

Growing the Global Footprint

Sinclair's global teams adopted the We Brand tools particularly for mobile as a fast and easy way to **manage design assets** in remote locations and on-the-go.

Boosting Brand Awareness & Clinic Customers

By using the We Brand platform, Sinclair's physicians **boosted their presence** on social media, **created new opportunities** and **attracted a new stream of clients** to their clinics.

Launching New Campaigns, Globally

With the work flow and feed features of We Brand, Sinclair's marketing team uses their spare time to build **new and advantageous campaign strategies** for all of their brands. Monitoring how and where a design is being used is now effortless.

"Our one-man teams have benefitted the most with We Brand. This is a quick and easy win for them. They don't have to talk to an agency and they don't have to worry about their budget. They create a social media post in 5 minutes. They take their own pictures and still post on-brand content without any worries."

Natasha Pederson

Digital Marketer



Challenges

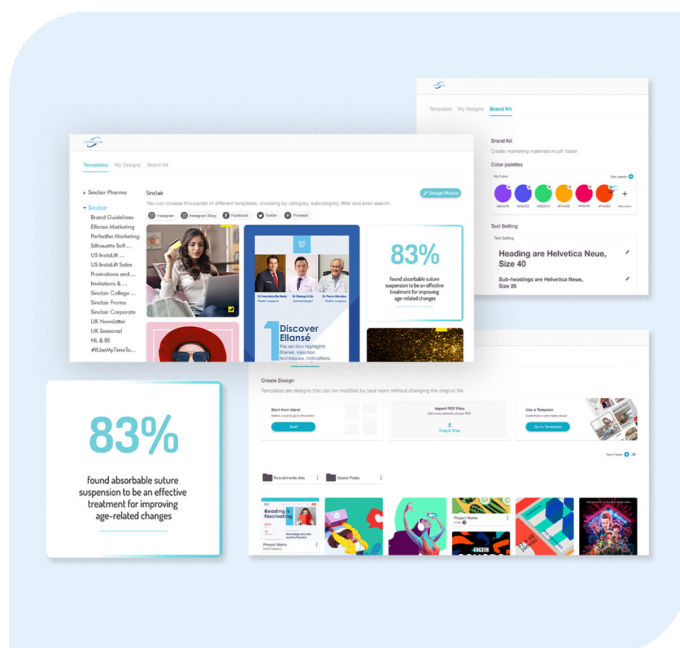
Sinclair Pharma were facing a few challenges with their branded digital assets:

The marketing department needed to have a single repository for all brand assets where users could access, edit and publish without the need to download large files, use specialized design software and risk hurting their brand guidelines.

Sinclair entities **required flexibility to access, edit and publish** marketing materials from any location and on all devices.

They were after a tool that was simple enough to use, yet powerful enough to create professional, on-brand materials.

Solutions Delivered



✓ We Brand's Pro solution was the exact fit for Sinclair's marketing team to upload and create templates for each brand to access and use anywhere in the world. Using restrictions and the workflow system means greater control over **brand consistency**.

✓ With **100% immediate syncing technology**, every asset built in the web platform is instantly available within the app for Android and iOS and vice versa. Users create social media posts on the go from any location in the world.

✓ The We Brand platform provides **all-in-one template creation** synced with the online editor, so no additional software is required. Everyone uses the same simple, user-friendly interface. The teams work seamlessly together, regardless of physical distances and time zone differences.

Natasha Pederson

Digital Marketer

"Our company didn't have any social media going at all for physicians and now they create their own posts. With We Brand, we can trust that they're not saying something off-brand. We Brand allows you to keep clean, really good content and helps you stay on-brand. Literally anyone can use it without any previous editing experience."