

HUMANIZING AND UNIFYING A HOUSEHOLD BRAND THROUGH TRANSFORMATIVE DIGITAL EXPERIENCES



Newell Brands is a leading global consumer goods company with a strong portfolio of over 200 brands including Rawlings®, Rubbermaid®, Sharpie®, and Coleman®. More than just a holding company, the entrepreneurs behind Newell Brands are on a mission to improve the lives of their customers.

CHALLENGE

With a big merger completed, Newell's corporate communications leaders recognized a need to digitally reflect how all the Newell Brands fit together. Its corporate site featured the standard list of must-have content: About, Brands, Investor, Press, and Careers content. However, the components did not gel into a cohesive story articulating Newell Brands' beliefs and the good it was doing in the community. In addition, the site was difficult to navigate and lacked any visual excitement or vibrancy.

Recognizing its website as the cornerstone of its digital brand, Newell sought to improve the digital experience in an effort to highlight the positive impact of the brand and its subsidiaries. Offering an innovative, fresh, and transformative digital experience required a powerful publishing platform that could support their brand storytelling needs with rich video and compelling imagery. The ideal solution would also integrate seamlessly with Newell's external sites and applications.

SOLUTION





The Perfect Sense team consulted with Newell executives as well as more than a dozen other groups to design a site reflective of the brand. Design and development of the new website took just eight weeks to complete. Along with establishing a collective voice for Newell's many subsidiaries, Brightspot now allows the organization to:

- **Support rich OTT video experiences** and compelling imagery to take its brand storytelling efforts to the next level.
- **Maintain all digital properties from one system** gaining more control over digital experiences and helping to unify the brand portfolio.

“When the site launched, the response from the C-Suite and internal team members was exciting to watch. Everyone could easily see and understand the Newell Brands vision and story.”

NEWELL BRANDS LEADERSHIP

KEY SITE FEATURES

-  Multi-channel publishing
-  OTT Video
-  Customizable workflows
-  Digital Asset Management
-  Automated Editorial Processes

- **Centralize digital assets** for more efficient publishing, allowing editors to view, edit, and manage assets from a single interface.
- **Decrease dependence on IT** by making it possible for Newell’s marketing team to create and launch new microsites quickly with easy-to-use, low-code templates.
- **Launch an iOS and Android app** in a third of the time for the Coleman Get Outdoors app, with the powerful combination of React Native and the Brightspot CMS.
- **Create publishing efficiencies**, with the ability to customize workflows and automated common editorial processes.

IMPACT

With Brightspot, Newell delivers a cohesive brand identity supported by rich video, compelling imagery, and multi-channel publishing capabilities.



LAUNCHED NEW CORPORATE SITE IN
8 WEEKS



CREATED A UNIFIED BRAND PRESENCE FOR
200+ BRANDS
ACROSS 16 GLOBAL DIVISIONS



DEVELOPED A MOBILE APP IN
1/3 THE TIME
WITH REACT NATIVE