



HEALTH · HYGIENE · HOME

Intranet // Digital Hub



Opportunity

As a global organisation with many well-known brands, Reckitt Benckiser has a large amount of digital marketing, positioning and branding guidelines, and best-practice and methodology information available for reference and to ensure consistent messaging.

However, it is held in lots of different places, making it difficult to find relevant information.

So to help their global brand managers in over 142 countries, the RB Global Digital Marketing Team (GDMT) decided to create a one-stop online hub for all things digital marketing.

The aim was to provide an easily accessible repository that staff could reference to help them with brand and campaign planning.

Solution

Working with the GDMT, a third party content provider and internal stakeholders, we designed and built the RB Digital Hub using Umbraco CMS (Content Management System). We also created supporting assets and uploaded all content for the hub.

Result

The site has around 650 pages of content and is now a central resource for all brand managers globally.

Full of practical advice to help them learn about, plan and implement effective digital campaigns, it is helping them to develop a deeper understanding of digital strategies and keeps them up-to-date with the latest digital marketing developments at RB.

“Everyone should experience working with you guys, it is a daily joy.”

**Monica Ribas -
Global Digital Manager,
Reckitt Benckiser**

(WorksMC received a 4.85 rating out of 1 - 5 in our Client Project Satisfaction survey)

This is just one example of how intelligent thinking helped us to create a simple solution to a complex marketing challenge.

Find out how we can do the same for you. Call Chris Cloughley today on 020 8780 9700