

## Success Story:

# ACDelco Shifts into High Gear to Ensure Consistent Brand Execution

As a global leader in automotive replacement parts and services, ACDelco maintains service centers on six of the world's seven continents. The company offers more than 100,000 quality aftermarket products across 37 different product lines for all makes and models, including Ford, Chrysler, General Motors, Toyota and Honda. In addition, the company offers original equipment replacement parts for General Motors products.

## The Challenge

Although ACDelco launched a custom-built solution in 2002 that enabled the company's distributed marketers to share assets and streamline processes, adding new features became cost prohibitive.

In addition, assets were stored in a single repository, making it difficult for users to find the ad, image, or other marketing file they needed. The company sought a scalable solution that would make it easier and faster for users to find assets and drive costs out of the process.

## The Solution

ACDelco found a solution that would manage the marketing assets and was able to migrate to the solution in just 90 days. The "must-have" features included commercial standardization and customization, robust permission controls and asset customization and multi-lingual support.

## The Results

With the new solution in place, ACDelco has improved brand control, reduced ad production time and provided more flexibility for creating customized ads at the regional level. Spanning six continents, ACDelco's distributed marketing organization can now tailor advertising in 17 different languages in 100 countries, ensuring the right message reaches local prospects.

ACDelco is able to control user access based on geography, role, and organization type. For example, now a marketing manager in Mexico can choose from two views: one reflecting what distributors in his territory would see, another providing views of all assets available globally, so he can browse for and leverage assets for repurposing marketing pieces.

Authorized users gain a great deal of flexibility so that they can tailor assets to their specific needs. For example, local installers can modify a flyer by inserting pictures and text specific to their shop. At the same time, ACDelco's corporate marketing team can enforce branding guidelines and even trigger automated review notifications to ensure marketing compliance.

In addition to providing improved control over branding, the solution has had a positive impact on ACDelco's bottom line, by reducing cost and time for ongoing maintenance and updates. The solution also solves the challenge of creating locally and culturally relevant marketing materials for customers and prospects in 100 different countries.

"This ability to 'slice and dice' our site based on user roles has been a huge benefit," said Kim Lukas, General Motors Service Parts Operations, ACDelco Advertising. "We've also significantly enhanced the site's navigation and search capabilities. Now it is much faster and easier for users to find what they need, which saves time and boosts productivity at the regional level."

By offering sophisticated ways to both enable customization while enforcing brand guidelines, ACDelco is now able to ensure consistent brand execution on a global basis.

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