

# Agency for dialog marketing deploys iBrams at Lufthansa AG

**“What mattered to us most was the practice-oriented approach of iBrams, i.e. the way iBrams displays the production, translation and brand management workflows. Another key priority was the browser-based approach of iBrams, because we realized from the start that in the future we will increasingly be confronted with complex, international brand challenges that have to be processed non-centrally.”**

Thomas Näfe  
Media Design Manager at Wunderman



## Initial Situation

With around 400 subsidiaries and affiliated companies, Deutsche Lufthansa AG is one of the world's largest aviation corporations. Its 82-page sales kit for global sales is published in six languages, ideally with an identical design for each version.

Maximum brand consistency is the utmost priority for the marketing and sales management. The country-specific of layout deviations should therefore be kept at a minimum and, ideally, introduced and finalized through a common work and coordination platform.

## The Solution

Upon the analysis of the translation process, Lufthansa and its dialog marketing agency Wunderman found that compared to the German original, the other language versions contained up to 25 percent additional or less text, depending on the language.

To handle this challenge, Lufthansa needed an intelligent and intuitively operable layout template management system that could be managed in a decentralized fashion through web applications. It commissioned the agency to search the market for such a system.

Following an intensive evaluation process, Wunderman chose iBrams. Basic advantages of the browser-based brand management system include the fact that it is based on the Adobe InDesign layout tool and that it offers users a great number of almost unlimitedly editable possibilities. At the same time, it allows only enough variation and creative space to ensure the consistency of the brand and compliance with the specified layout.

## Success Story

One of iBrams' major strengths is the accurate control of corporate design efforts. In addition, the application of the brand management software also sustainably affects the efficiency of the production workflow. The gradable user rights and role management of iBrams tightens the production process, rendering the outcome of the respective products more controlled. The revision and pre-print workflow of the Lufthansa sales kit also benefits from the solution, since the central version management of iBrams always includes the most current version of the valid document. This significantly reduces the error rate and considerably decreases the number of revision loops.

Michael Stickel, Service Manager at Wunderman, is positive about the new solution: “Instead of focusing on processes, we can now increasingly dedicate our efforts to conceptual and content-related tasks.”

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