

Pretty new advertising world – iBrams used by cosnova

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Jochen Scheinberger
Trade Marketing Manager at cosnova GmbH



Initial Situation

The cosmetic brands essence and Catrice are synonymous with affordable and very trendy cosmetic products. The company behind both brands is cosnova – the trendsetter in terms of young cosmetics.

Within only five years of its establishment through essence and Catrice, cosnova evolved into the second-largest provider of decorative cosmetics in the German market in terms of quantity. cosnova products are sold in more than 15 European nations.

Due to the distribution across Europe, all advertising materials must be produced in different language variations. The conventional handling of this process was very complicated and time and cost consuming.

The company therefore sought an automated solution to tighten production processes while at the same time saving costs in the long run.

The Solution

According to Jochen Scheinberger, cosnova's trade marketing manager, the usability and the smooth working via the web browser were key reasons for choosing to apply iBrams.

“Compared to other solutions, we found the iBrams technology based on the InDesign Server to be a good basis. The system is easy to handle and can precisely implement many of our specific requirements, such as graphic design options, in compliance with the specified layout.”

iBrams optimally connects everyone involved in the creation of advertising materials, such as creative agencies, translators, and local distributors. Changes in the advertising material templates can be implemented online and simultaneously for all involved.

Success Story

Today, cosnova manages all templates for communication material with iBrams. The system ensures that no outdated prototypes are used and guarantees a uniform brand image across Europe.

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