

Company profile

CDO Corporate Design Online GmbH & Co. KG

CDO Corporate Design Online GmbH & Co. KG revolutionizes the way companies, agencies and service providers communicate their brands – comprehensively, consistently and efficiently. Through its iBrams Brand Management Solution, CDO enables local and global decentralized companies and organizations to ensure the consistently integrated presentation of their brand to all target markets.

Higher efficiency for marketing activities

Marketing departments in companies face many obstacles when attempting to implement a uniform brand presence. These include a large number of branch offices and subsidiaries, unclearly documented corporate identity guidelines, as well as the requirements for coordination with external agencies and service providers. Add to this the peculiarities of specific markets or the adjustment to the respective local languages. At the same time, due to comprehensive budget limitations in many companies, marketing departments are expected to lower expenses and make the results of their marketing activities better measurable. With iBrams, CDO offers a comprehensive solution for this situation – the system allows the automation of the corresponding processes and helps apply marketing resources more efficiently. An increasing number of companies are recognizing the potentials of such tools. According to a Gartner study, by the year 2010 more than 25 percent of the world's largest 1,000 companies will employ marketing resources management solutions such as iBrams.

Getting it right automatically

iBrams is easy to implement and can be used independently as well as in cooperation with existing agencies and service providers on a national and international level. The system centrally manages all templates and media assets and makes them available web-based. This ensures that the staff on location always complies to corporate design rules in the production of every type of marketing, communication and advertising materials, automatically getting everything right.

Tradition of success

iBrams utilizes the Adobe InDesign CS3 Server and is applied by companies such as AIMCO, BMW, Campbell Ewald, CENTRAL Insurances, DZ Bank, Hankook Tires, Linde, Lufthansa, MAN, Opel, Shell, Ströer and Würth.

- The Korean tire producer Hankook uses the system to handle its conventional advertising business. Hankook also produces dealer advertisements, city light boards, posters, super posters, price lists, brochures, POS materials and press kits using iBrams.
- Lufthansa uses iBrams in cooperation with its dialog-marketing agency Wunderman, to consistently produce all relevant marketing materials in six languages.
- Shell uses iBrams to handle its entire European advertising material production.
- A total of 1,600 dealers with a staff of 22,000 generate approximately 16 million printed matters through Opel's interactive "Print and Advertising Center."

Independent provider with strong partners

CDO offers comprehensive services for the purchase, implementation and operation of iBrams. This includes consulting, project management, hosting, training and support. In early 2008, CDO took over the iBrams technology as part of a management buy-out agreement from the design and brand agency Peter Schmidt Group. Both companies continue to cooperate as part of a premium partnership, which also includes BBDO and Omnicom in addition to the Peter Schmidt Group. CDO is listed as a preferred supplier within Omnicom and implements iBrams projects in one of the world's largest agency network.

The initiator of iBrams, Andreas Michalski and the CDO team have more than ten years of experience in the development and individual implementation of brand management and workflow systems. CDO is an Adobe premium partner and has been developing iBrams since 2001 based on the Adobe InDesign Technology.

CDO's head office is located in Frankfurt am Main, Germany with an additional branch office in Zurich, Switzerland. Other branch offices are under construction.

Contact persons for further information:

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