



Henkel

Düsseldorf, Germany
www.henkel.com

Results

- Developed a modular website approach that balances brand consistency with local customization
- Increased page views and average time spent on web pages
- Accelerated the turnaround time for local web teams to create or update web pages
- Managed more than 90 websites in over 20 languages
- Met the needs of mobile users with responsive design and mobile-optimized sites

Henkel

Delivering creative branding worldwide

Henkel Adhesive Technologies consumer and craftsmen business improves web publishing across devices and streamlines support for global teams using Adobe Experience Manager

Founded in 1876, Henkel is a global manufacturing company that holds leading market positions in consumer and industrial markets around the world. The company operates in three business areas: laundry and home care, beauty care, and adhesive technologies. With annual sales of approximately €16.5 billion and 47,000 employees worldwide, Henkel counts among the biggest and most international German-based companies.

Just over three years ago, Henkel undertook a rebranding process for its consumer and craftsmen products that consolidated and focused its brands. The business focuses now on four main brands worldwide—Loctite, Pattex, Pritt, and Ceresit. As Henkel worked to reposition brands, it saw an opportunity to rethink and adjust its digital presence.

Henkel views its digital channels as more than just places where customers can find brand and product information. The company also encourages consumers to visit stores by inspiring customers with project ideas or advising them about how to solve problems. As a result, the company supports more than 90 websites in over 20 languages just for the adhesive brands. Many of the regional websites are highly personalized to best reach local audiences.

"While we value the local input from our local brand managers and agencies, the new global brand approach required a stronger consistency in content and appearance to position our brands effectively on a global level," says Dr. Salima Douven, Global Head of Digital Strategy for Adhesive Technologies at Henkel.

By giving teams the tools to communicate a consistent, global brand, the company saw opportunities to streamline workflows for local agencies and serve customers more efficiently. The adhesive technologies consumer and craftsmen business unit decided to standardize on Adobe Experience Manager within Adobe Marketing Cloud to support its efforts worldwide.

Balancing consistency and flexibility

"Adopting Adobe Experience Manager enables us to centralize branding for a more consistent global experience," says Dr. Douven. Previously, each regional website supported its own digital website independently, from managing systems to developing initial concepts to coding. After implementing Adobe Experience Manager, Henkel developed a modular website approach where programming and conceptual designs are developed centrally at headquarters and pushed out through the Adobe solution.

Templates and modules provide a foundation for the overall brand concept, including the streamlined, modern look and clear navigation to help customers easily find the information they need. Although the reusable assets are developed and stored centrally, the flexible web content management capabilities in Adobe Experience Manager empower local teams to choose the specific design and modules that best suit each region's needs.

The Henkel Adhesive Technologies consumer and craftsmen business unit standardized on Adobe Experience Manager to enable brand consistency worldwide. The flexible design and management in Adobe Experience Manager gives regional teams the freedom to create websites optimized for local consumers.



Challenge

- Leveraging global brands through consistent branding
- Centralizing website creation and management to streamline local workflows
- Maintaining creativity and flexibility at the local level

Solution

Standardized on Adobe Experience Manager within Adobe Marketing Cloud to improve creating and publishing timely, relevant web content on Henkel Adhesive Technologies sites worldwide

Systems at a glance

Adobe Marketing Cloud, including the Adobe Experience Manager solution. Capabilities used include:

- Web content management

For example, some local teams may choose a simple one-column approach to maximize clarity and space, while others may prefer a three-column layout to highlight additional content. While the local designs may vary, every website is still built on a common foundation to convey the brand's overall look.

"Our modular 'white label' approach with Adobe Experience Manager balances global consistency and local flexibility," says Dr. Douven. "The approach clearly resonates with customers, as we're seeing an increase in both page impressions and average viewing time."

Faster, flexible local content

Using the multisite management capabilities in Adobe Experience Manager, Henkel is more easily localizing content for international websites. The feedback from regional teams has been overwhelmingly positive, with many praising how easy it is to create and customize pages. "By centralizing programming and modules with Adobe Experience Manager, we can enable local managers to stay focused on developing timely content for their audiences, instead of having to deal with more complex technical challenges," says Dr. Douven. "This streamlines their work and enhances the quality of experiences for customers."

The use of Adobe Experience Manager has also increased efficiency through faster turnaround times. Rather than spending days working with local agencies to design, update, edit, and approve changes to the website, local teams or brand managers can edit modules and publish within minutes. The flexibility enables regional sites to better serve customers through up-to-date information and information about special sales or events.

Reaching customers across channels

Using the social media and mobile capabilities in Adobe Experience Manager, Henkel can better reach customers across channels. Simple social media integration enables customers to "like" pages on Facebook and share information across social media channels. While some regions see more social media involvement than others, all regions are seeing a large shift in the traffic from mobile devices.

In the past three years, the rise in mobile traffic has prompted Henkel to focus more attention on mobile accessibility. The current trend is for responsive design, which enables Henkel to create websites once that can be viewed on numerous devices. Adobe Experience Manager also enables Henkel to preview the mobile website view throughout the development process, streamlining website creation.

By centralizing website planning and programming, Henkel empowered local teams to spend less time working on technical issues and more time creating and publishing relevant local content.



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Dr. Salima Douven, Global Head of Digital Strategies, Adhesive Technologies, Henkel

Building on the power of responsive design, Henkel is looking to provide even more experiences tailored to mobile audiences. While desktop users are more likely to use the website for inspiration, advice, and application videos, mobile users are more likely to look at specific applications or research products while in a store. Using Adobe Experience Manager, Henkel can better reach all users to provide superior digital experiences across channels.

The Adhesive Technologies business unit plans to continue rolling out Adobe Experience Manager across brands and countries. Additional solutions and capabilities from Adobe Marketing Cloud, such as data asset management capabilities in Adobe Experience Manager or the Adobe Analytics solution, are also being considered. “By working with Adobe, we have the flexibility to evolve our digital experiences worldwide to keep pace with changing customer demands,” says Dr. Douven.

For more information
[www.adobe.com/solutions/
digital-marketing.html](http://www.adobe.com/solutions/digital-marketing.html)



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