

Serving up creative, custom collateral.

Kirin Brewery Company uses Adobe Stock to improve speed and quality of sales collateral.

KIRIN

"Adobe Stock has many images that work well for Japanese point-of-purchase advertisements."

Ms. Mayako Nakata, Operations Department, Tokyo Metropolitan Area Sales Branch Office, Kirin Brewery Company



SOLUTION

Adobe Stock for enterprise

RESULTS



REDUCED COSTS for images across the company



Shortened searches from **HOURS TO MINUTES**



Improved **QUALITY AND VARIETY** of collateral



Leveraged **INTEGRATION** with Microsoft PowerPoint

Kirin Brewery Company, Ltd.

Established in 2007

Employees: 5,205

Tokyo, Japan

www.kirin.co.jp

CHALLENGES

- Create more visual variety in sales collateral by increasing access to available assets
- Personalize collateral based on customers' needs
- Reduce time and effort spent searching for images

USE CASE

- Design Efficiency

Creating 5,000 sales collateral pieces annually

Kirin Brewery Company, Ltd. oversees the domestic alcoholic beverage business for the Kirin Company, Ltd. The company is a leader in the beverage industry with a wide range of product lines, including beer, low-malt beer, non-malt beer, wine, chu-hi, shochu, whiskey, and non-alcoholic beverages.

Kirin Brewery Company develops sales collateral such as menus and point-of-purchase advertisements for use in restaurants and bars. Traditionally, the same collateral was used across Japan, but in recent years, the company brought the creation of this collateral in-house to local departments to better meet the diverse and specific customer needs in each area of Japan. In the Tokyo metropolitan area alone, Kirin Brewery Company creates 5,000 pieces of collateral annually.

Designers use illustrations and photographs in sales collateral that match a product's image or customer's needs, but there was a severe shortage of usable assets. The same assets were used over and over again, resulting in designs quickly falling into a rut. To solve this problem, Kirin Brewery Company adopted Adobe Stock for enterprise. Designers can quickly find an image that they want to use from the massive selection of images, which resulted in dramatic improvements to creation speed and quality.

Moving to an online stock service

In April 2017, Kirin Brewery Company began sales of a new non-alcoholic beverage, and the sales department requested point-of-purchase advertisements. The operations department needed to create a brand-new template for distribution across the country.

"We were asked to create visuals around the theme of hot springs, so the first step was to look for an image of hot springs," says Ms. Mayako Nakata, Operations Department, Tokyo Metropolitan Area Sales Branch Office at Kirin Brewery Company. "We couldn't find anything satisfactory in our archives, so we tried looking through an online stock photo service. We quickly found an image that perfectly matched the design that we were imagining. That stock photo service was Adobe Stock."

Previously, Kirin Brewery Company did not allow the use of online assets for two main reasons. First, as designers would each be downloading the images onto their own computers, managing the assets would become more difficult. Second, there was a greater possibility of running into issues such as copyright. Still, Ms. Nakata was determined to use the image that she found on Adobe Stock. She started researching Adobe Stock further to solidify her argument and begin negotiations with headquarters.

"I raised the following points in favor of Adobe Stock. As a service provided by Adobe, we can have a high level of confidence in it," says Ms. Nakata. "There are built-in management systems, and we would not have to worry about copyright. The only remaining issue was cost."



Ms. Mayako Nakata

Ms. Risako Fujikura

“Compared to other services, Adobe Stock was exceptional.”

Ms. Mayako Nakata, Operations Department, Tokyo Metropolitan Area Sales Branch Office, Kirin Brewery Company

“New search functions allow us to search with another image or filter the search by features such as tone, so it makes searching much more exciting.”

Ms. Risako Fujikura, Creative Department, Tokyo Metropolitan Area Sales Branch Office, Kirin Brewery Company

After additional research Kirin Brewery Company decided to adopt Adobe Stock for enterprise, which lowered the cost for each image considerably compared to each department purchasing their own licenses. Furthermore, both standard licenses and extended licenses are available under the enterprise plan, allowing Ms. Nakata to combat cost concerns.

“We’re not the only department looking for assets,” says Ms. Nakata. “It was the right price considering that it was for all departments across Japan. Compared to other services, Adobe Stock was exceptional.”

Easier image searches

Kirin Brewery Company started working with Adobe Stock in July 2017, and as expected, adoption is rising across Japan every day. Ms. Nakata noted that with tens of millions of assets available, Adobe Stock has a substantial amount of material appropriate for Japan.

“At first, we thought that since it’s a service that started outside of Japan, it would not have a strong selection of assets specific to the culture of Japan,” says Ms. Nakata. “But when we actually searched Adobe Stock, it was very similar to what we’d find from other Japan-based services. For example, Kirin Brewery Company developed 47 different beers for each region of Japan. As part of this sales collateral, we had many requests for visuals of the landscapes or foods of each region. Adobe Stock has many images that work well for Japanese point-of-purchase advertisements.”

Ms. Risako Fujikura, Creative Department, Tokyo Metropolitan Area Sales Branch Office at Kirin Brewery Company, noted that the easy search capabilities in Adobe Stock improved operations.

“It’s become much easier to search for images,” says Ms. Fujikura. “I’ve found pretty much every image that I’ve wanted, and often within the first or second page. Not only does this cut down on searching time, but it makes me want to keep searching more. New search functions allow us to search with another image or filter the search by features such as tone, so it makes searching much more exciting.”

Useful Microsoft PowerPoint integration

Kirin Brewery Company uses Microsoft PowerPoint to create new menus or point-of-purchase advertisement templates. Sales representatives customize the template by adding information specific to the store or restaurant, so maintaining compatibility is essential. Adobe Stock includes an add-on for PowerPoint. This allows people to open Adobe Stock, search for assets, and purchase them all through PowerPoint.



For sales collateral such as menus and point-of-purchase advertisements, the large number of photographs and illustrations in Adobe Stock are used to meet customers' seasonal and regional needs.

SOLUTION AT A GLANCE

Adobe Stock for enterprise

For more information

<https://landing.adobe.com/en/na/products/creative-cloud/283747-adobe-stock-for-enterprise.html>



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“Until now, sales representatives could only change information such as prices and dates as it would take too much time to make other changes such as switching out images,” says Ms. Nakata. “But in the future, sales representatives will be able to search and change images on their own. If we create a template that is easy to edit, then sales representatives can make all of the changes for the customers by themselves. This will improve operational efficiencies for both sales and our team.”

The quantity of sales collateral is increasing every year in all departments across Japan. Customers are demanding greater speed and quality. Ms. Nakata and the rest of the creative staff at Kirin Brewery Company have high hopes for the constantly evolving Adobe Stock and its more than 100 million assets.