



eMailSignature for hummel | Denmark

hummel, an iconic Danish sportswear company, went through a corporate rebranding exercise in 2008. Their objective was to achieve a consistent brand experience across all forms of media.

In addition the hummel marketing team wanted to encourage employees to contribute something personal to the overall brand. Employees were asked to provide a statement that said something about them as an individual. The aim was for these personal statements to appear in employee emails, alongside their contact details and the standard hummel branding.

Anders Lunde, Marketing Manager at hummel, explains:

"Our team had designed new email signatures and business cards which featured each employees personal statement as well as the traditional contact data you'd normally see. The aim was that everyone who received an email from hummel would get the impression that hummel is made up of a collaborative group of unique individuals"
The challenge

Engineering the email signature to create a unique impression of each employee while still adhering to the corporate branding guidelines, posed a number of costly challenges. Using the traditional signature implementing methods in Outlook would have required each employee to be trained to manually update their own signature. A cumbersome process, which would be further complicated every time hummel needed to update contact information or a new employee started. The difficulties were compounded by the Legal department who required that the firm's disclaimer be updated regularly.

Helping hummel

To meet the challenge hummel turned to the eMailSignature™ solution from Branded Mails, the leader in email brand and disclaimer management. eMailSignature is an efficient and cost-effective tool for the deployment of email signatures, branding and disclaimers via Microsoft Outlook.

With the eMailSignature solution, the marketing team at hummel can easily update employee email branding, contact details and personal statements in a fraction of the time it would have taken to do manually. The Legal team can now ensure all emails have the appropriate up-to-date disclaimer and update this as policies change using their own login point.

Unique marketing opportunities

"Apart from bringing a new dimension to hummel's e-mail communication, eMailSignature has given us a powerful marketing tool that pushes our products without pushing the customers."
Anders Lunde.

hummel is now using eMailSignature to add banner advertising to emails to promote new product launches or announce news to customers.

For example in late 2008 hummel wanted to promote an important charity partner having introduced an "Old School Collection" to its range with a portion of the sales going directly to The World Wildlife Fund.

"The. eMailSignature solution gave us a powerful tool to actively promote our partnership with The World Wildlife Fund via banners in emails. This approach has become a core part of our PR. This subtle form of marketing in our email signatures works far more effectively than other traditional approaches"
Anders Lunde.

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Compelling events

Anders Lunde summarised the three major benefits he believes that implementing eMailSignature has achieved:

"eMailSignature gives us the tools to uphold our strong Corporate Identity and add "the hummel feel" to our e-mail communication. It does this efficiently and cost effectively. It provides us with a professional streamlined identity in our emails. We no longer get "smileys" and other individual creativities mixed into our Corporate Identity. And overall it's a marketing tool that neatly supports our marketing strategy"

About Branded Mails

Branded Mails the developer of eMailSignature™ - the leading email signature, disclaimer and branding management application. Our software solutions allow organisations to easily maintain company brand and identity consistency in everyday electronic communication.

The eMailSignature solutions:

- Enable marketing professionals to generate, manage and track campaigns in e-mails via our highly successful email campaign module.
- Deploy Outlook email signatures to all users from a central management console. User specific contact details are automatically pulled from one or more data sources.
- Deploy Outlook email signatures into each user's Outlook as if they had created the signatures themselves.

eMailSignature™ is completely intuitive, with a Microsoft Office look and feel that enables the marketing team to manage all aspects of the software without the need for IT support.

For more information

Visit us in the ADMA Exhibition hall Stand 109

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