

GLOBAL NON-PROFIT MOVEMENT

KNOW YOUR CUSTOMER

Company Background:

An international movement building out community-led action plans to fight climate change, eliminate fossil fuels, and promote a transition to renewable energy for all.

DEP Leads:

- Filmmaker, Producer
- Associate Director, Multimedia

UNDERSTAND YOUR CUSTOMER

Use Case:

- Enable supporters, local groups, and networks to contribute and upload their digital assets to the DAM directly from GDrive
- Streamline process so that uploaded digital assets are grouped by events run by communities across the globe and linked to the right profile
- Implement a review step and validation process for every asset handled by their multimedia team to catalogue and categorize metadata

GOALS/SUCCESS CRITERIA

- Enable individuals to upload from anywhere, without having to log into DAM
- Ensure assets are attached to right events and profile
- Ensure assets have correct metadata tagged
- Ensure assets are catalogued correctly
- Ensure assets are assigned to relevant categories in DAM (Widen)

GET IN TOUCH WITH US TO FIND OUT HOW WE CAN TAKE YOUR TEAMS TO THE NEXT LEVEL TODAY.



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