



How Merlin Entertainments promotes their Employer Brand and hires the best new talent from around the world



| Case Study

Introduction

Legoland, Thorpe Park, Madame Tussauds, Peppa Pig World – you name it – Merlin Entertainments owns some of the world’s best-loved brands. Keeping a handle on recruitment across this international enterprise is a huge task. This is where Asset Bank steps in. Discover how Merlin promotes its Employer Brand and showcases their incredible talent across the globe.



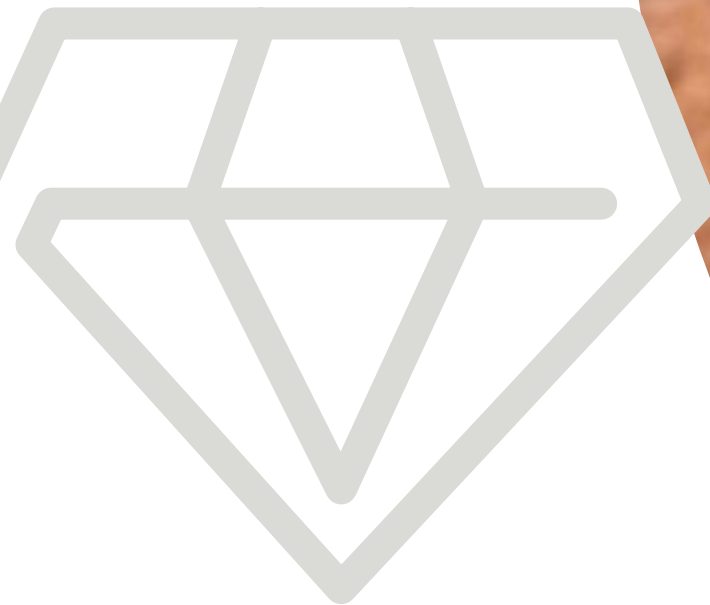
Head Office
Poole, UK



Merlin Entertainments is in the business of bringing magical and memorable experiences to families all across the globe. From immersive worlds and adrenaline-fuelled attractions to animal sanctuaries and charity schemes – no doubt, you’ve spent a day at one of Merlin’s brand sites at some point in your life. But, of course, to make these incredible experiences happen, there has to be a whole team of people putting in the hard work. This is where employer branding plays a huge part.

The challenge

Ensuring employer branding
is consistent across the entire
international enterprise



The challenge

Managing the employer branding for such a huge and international group isn't easy.

Whether hiring for animal keepers at Chessington World of Adventures Resort or ride operators at Alton Towers Resort, Natalie Mallory, the Recruitment Marketing Executive at Merlin Entertainments needs to ensure imagery, graphics and documents are all on brand.

That's because it's not just the commercial side of the business that needs to stay consistent – employer branding is vital in maintaining the reputation of the group, attracting new talent, and retaining existing employees. What's more, the marketing recruitment team is tiny, with just Natalie taking the helm of the company Asset Bank. With such a big role and so many brands to keep control of, you can already see why Digital Asset Management (DAM) is essential in keeping everything in place. Here are just a few of the challenges that Merlin Entertainments faced before Asset Bank.

Too much time spent on email

The recruitment marketing team at Merlin has a pool of freelance photographers that they use on a regular basis. They'll often go out on location and take shots of employees working at various sites around the world. Before Asset Bank, any photographs would be sent directly to Natalie via email. This method is far from ideal. Not only does it clog up your inbox with heavy attachments, but for such a small team, it becomes increasingly time-consuming

27k employees
worldwide

The challenge

Getting the right images to the right people

Once the photographs have been saved on a shared drive, then comes the issue of actually sharing. As mentioned, Merlin Entertainments is an international enterprise, so it's imperative they get images and brand documents sent out to different offices around the world.



"This was one of the key issues before we moved to Asset Bank. You could, for example, create a Facebook group and share photos with employees that way. However, certain countries may not have access and somebody may upload the wrong image by accident. It's important that we are able to label images to show whether they can be used externally or internally."

Managing workload through One Drive

Natalie used to use One Drive to manage and access assets. Her process went like this; she'd have to download an image from One Drive onto her desktop, save it in a file, rename it and then upload it back into an email or use a transfer link.

This is fine if you rarely need to access your brand assets, but for Natalie, she was doing this multiple times a day. Understandably, this task becomes incredibly dull and repetitive and you may often find yourself cutting corners and saving images in the wrong places, renaming them something inappropriate or simply letting it linger in your downloads folder. As you can imagine, the next time you might want to access these images, it becomes more hassle than it's worth.



The solution

Using Facial Recognition
and Asset Bank's slick upload
function to give freedom back
to freelancers and agencies



The solution

For Merlin Entertainments, the solution was simple. Ensuring the team could free up time, share images externally and make use of permissions was a vital next step in ensuring an efficient and consistent workflow. Here are just a few of the ways that Asset Bank made Natalie and her team's workdays that much easier.

Giving freedom to photographers and agencies

Using an Asset Bank means Natalie no longer has to spend her time trawling through emails and saving images across her network drives. It also means she can keep a handle on branding before sending photographs of employees and locations to other departments.



"Our photographers are fantastic at capturing the essence of Merlin Entertainments and what it means to work for us. However, with such a broad portfolio, I need to ensure that the images are on-brand every single time."

Merlin Entertainments has strict criteria for its photography. Everything from the number of lanyards and pop badges that appear on employee uniforms to how their parks are looking in the backdrop (eg. goats running around and causing a blur is cute, but not ideal).

So now, instead of the photographers sending their work to Natalie's email address, they get a link that allows them to upload directly into the Asset Bank. Natalie gets notified so she can go in and liaise with the branding team before accepting the images. Not only does this mean that Natalie frees up a load of time, but the photographers have the freedom to upload their images smoothly without needing to work around email attachment data limits.

The solution

Protecting employee privacy with Facial Recognition technology

One of the key areas in recruitment marketing is protecting the privacy of current employees – they are the driving force behind Merlin’s brands after all! For Natalie, it’s one of the best things about Asset Bank.



“If an employee several years down the line decides they don’t want to feature in any of our recruitment marketing, it’s a quick and easy task for me to go into Asset Bank and search their name. From there, I can remove the photo or ensure permissions are updated.”

Facial recognition uses AI to remember faces, so when you tag a staff member’s name against their photo, Asset Bank will automatically tag them every time you upload a new snap.

Furthermore, Asset Bank gives Natalie the ability to attach consent forms to photographs of people.



“Most of the time we ask for volunteers to appear in photographs, but it’s important we have written consent allowing us to post their pictures on the web, including Facebook advertising and on our own website.”

The results

The recruitment team at Merlin Entertainments now has more time to get on with the work they love



The results

Before Asset Bank, the team at Merlin Entertainments was receiving photographs and media via email and uploading them to One Drive.

Aside from the daunting number of unopened emails in her inbox, Natalie was spending far too much time trawling through attachments and downloading files onto her computer.

Now, things couldn't be easier. Merlin Entertainments Asset Bank has over 300 worldwide users with Natalie at the helm.

300 Asset Bank
users worldwide

Though Natalie has such a small team, she now has the ability to:

- Manage permissions and keep track of users – the option to add expiry dates on accounts means that Merlin Entertainments never goes over their user limit
- Ensure branding is up to scratch before anything goes live
- Make use of the customisable homepage which serves up specific photographs to users who don't have time to search the image library for inspiration

Natalie's top tips for new Asset Bank admins:



"One of the key things I would suggest is to do everything correctly. That means starting at the very beginning. Take the time to learn about the system, build an efficient folder structure with your Customer Success Manager and really think about the types of keywords you want to use. Once you've uploaded thousands of files, you may find it difficult to go back!"

About Bright

Bright builds award winning Digital Asset Management (DAM) software and is the company behind Asset Bank and Dash.

After 15 years at the forefront of the DAM industry, we've built up a portfolio of 800 global clients including 20 FTSE 100 companies, have a 5-star rating on Trustpilot and we recently won the 'Best Ease of Use 2018' award and 'Best Value 2020' for a DAM solution from Capterra.

Our strength lies not only in our elegant software solutions, but our people. Our mission is to make your workday more inspiring and productive, so get in touch to find out more about Bright's Digital Asset Management solutions and how they can positively impact your organisation.

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"The Customer Support team is really responsive. We've never had any major issues, but whenever I have questions, Wes always gets back to me really quickly which is especially helpful when I've got a lot to juggle!"

