DASH
by Bright

Orca use Dash so they can
focus on what really matters
– selling high-quality wetsuits

orca | Case Study

Introduction

Rolling waves, swells breaking against the shore, athletes swimming through blue ocean waters. There's no denying it, wetsuit brand Orca's assets are powerful, evocative and inspiring. They speak to the company's deep connection to the ocean, which is at the heart of its values.

orca

Like many value-driven brands, Orca's images and videos have to work twice as hard: not only do they need to showcase their products in the best light, they should also speak to the ethos of what the company stands for. In short, the beautiful assets Orca create are far too important to languish semi-submerged in a company shared drive.

"We care about the quality of our suits … as well as preserving the oceans. We're a wetsuit brand, yes, but we're linked to the ocean."

Itziar Castro, Marketing Coordinator

About

Orca started out in New Zealand and their wetsuits have since become synonymous with high performance and high quality, used by water-borne athletes all over the world.

After integrating into the Mondragon Corporation, their head office moved across the ocean to Spain, just outside Bilbao – which is where Itziar is based. Right now, the Orca team is home to over 50 people globally who work alongside a whole raft of freelancers, photographers and designers.

Head Office
Just outside
Bilbao, Spain

50 People
Across the globe

Orca were using Google Drive to organise and share their creative assets

The challenge

Even though they'd put a considered folder structure in place and were making full use of tags, they were finding it increasingly hard to quickly locate the images or videos they needed.

Itziar and the team were spending a lot of time unearthing specific shots of athletes and wetsuits for the rest of the company, and then emailing them over using file transfer sites.

With all this in mind, it's understandable one of Itziar's main goals was to reduce the number of emailed requests and empower the rest of the company to find the assets they needed easily. Orca wanted to create a branded space where any employee, no matter where in the world they were, could access the creative assets they needed. Another key consideration was how easy-to-use a potential solution would be. Itziar explained that she was looking for a tool that was intuitively designed and could be picked up by any member of the team, no matter their technical know-how. "We have people who are used to technology, but some aren't. So we needed a tool which could be useful and at the same time easy to use for everyone."

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"Really user-friendly"
– that's why Orca decided
to give Dash a go

Itziar describes Dash as "really user-friendly", meaning they didn't have to worry whether the team — and the external partners Orca work with — would find it difficult getting used to Dash.

Moving Orca's creative assets from their old Google Drive onto their new home went smoothly: the Dash team helped get them set up, and Itziar had already downloaded an Excel spreadsheet of their old image tags from their shared drive which they wanted to use in Dash.

Sometimes getting used to a new product can make you feel like a fish out of water, so we asked Itziar how the onboarding process went. "It was really easy!", she exclaimed. "We invited lots of our dealers, media, and the team worldwide – everyone found it useful, helpful, and we didn't have any issues at all." Itziar said she live-chatted the Customer Success team to sort out an issue she had when uploading some items and, in her words, "they were nice and responsive, and it was a great customer experience."
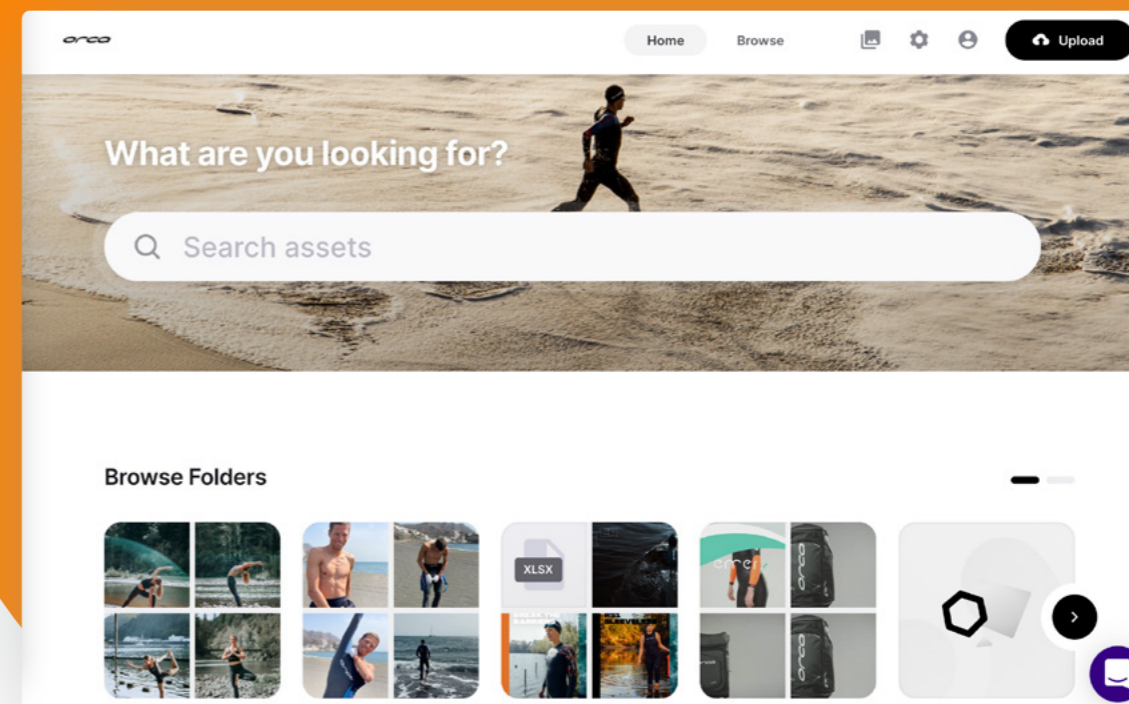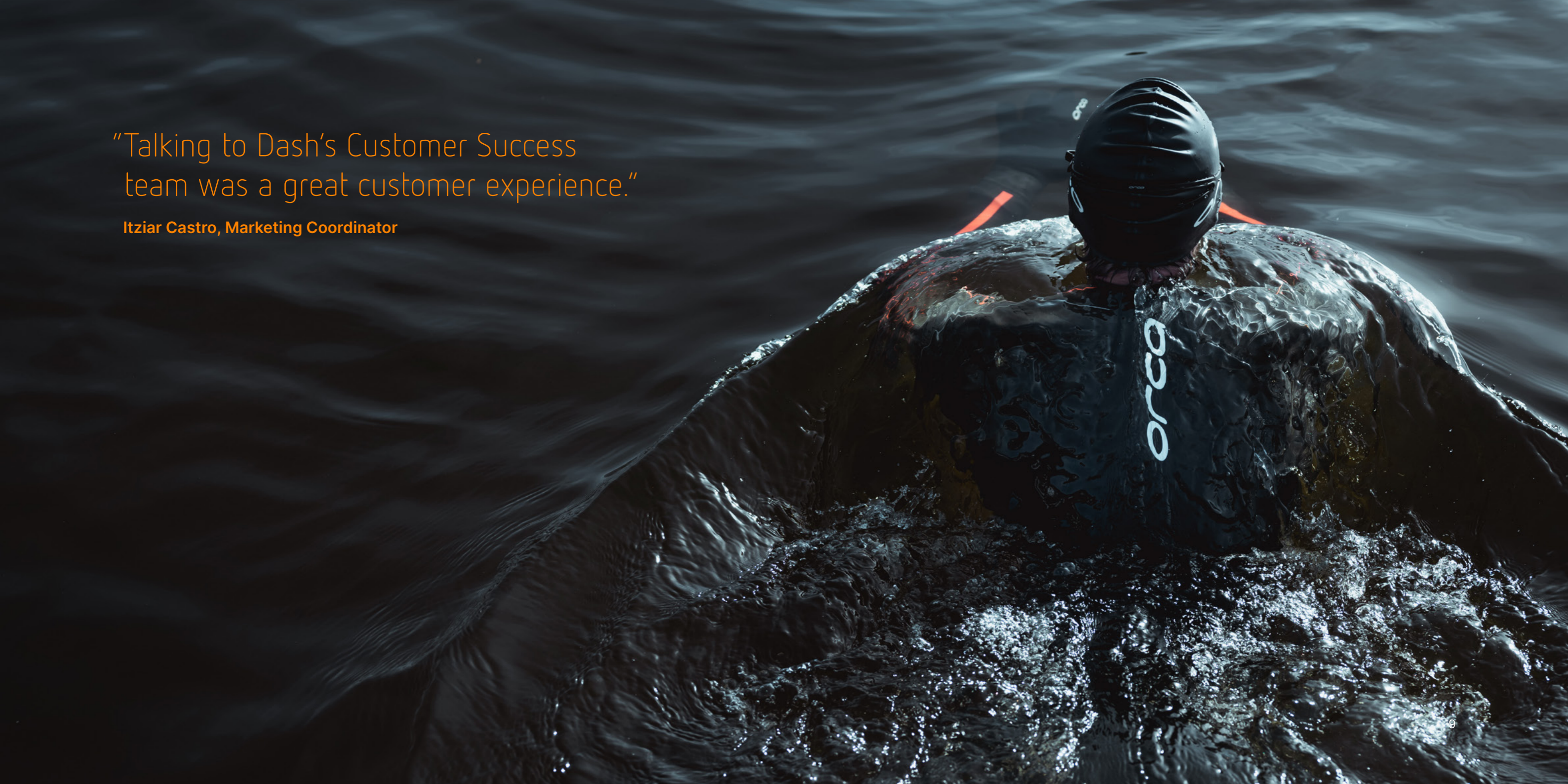

"We invited lots of our dealers, media, and the team worldwide — everyone found it useful, helpful, and we didn't have any issues at all."
Itziar Castro, Marketing Coordinator

"Talking to Dash's Customer Success team was a great customer experience."

Itziar Castro, Marketing Coordinator

Has Dash made a difference to Itziar's working life?

"Definitely, it helps me to save a lot of time so that
I can spend it doing more high-value activities."
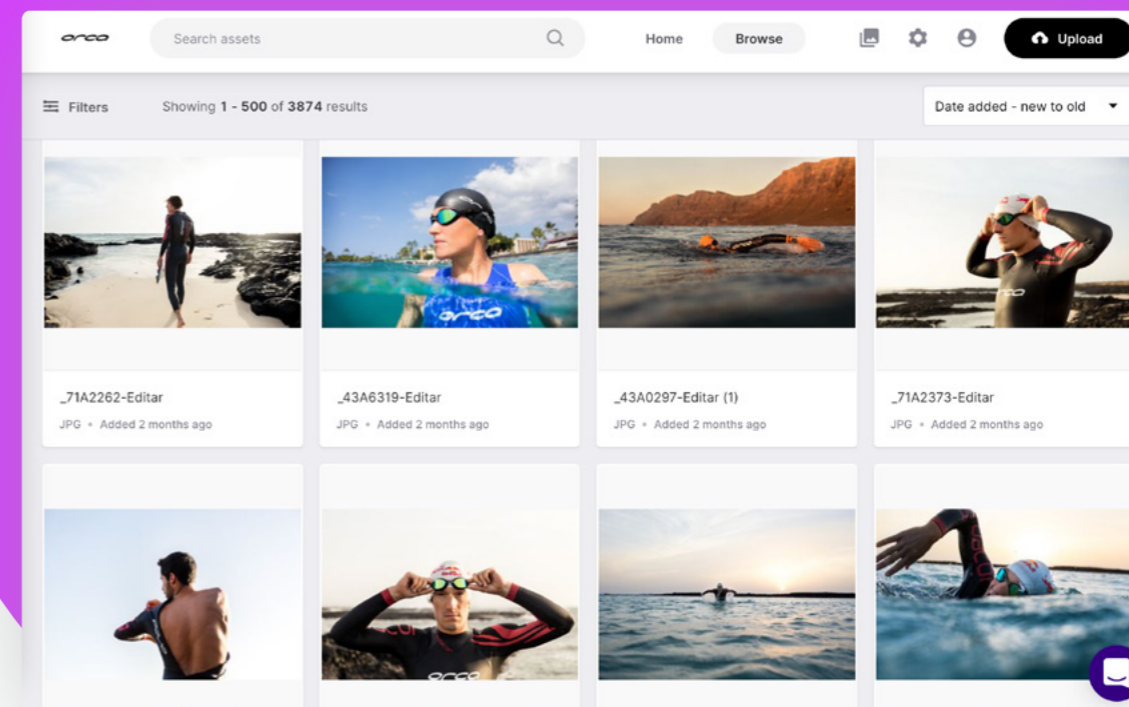**Itziar Castro, Marketing Coordinator**

The results

"The amount of time it takes to search for photos has decreased dramatically since implementing Dash."

One of Itziar's favourite features is the bulk uploader, where you can see which assets you're adding, delete the ones you don't want, get them all tagged, before making them available to the rest of your Dash users. It means you don't end up cluttering your Dash or having assets appear to others before you've tagged them properly. "It's really visual and easy to customise, and you can select which assets you want to tag, or which you don't." She explains: "if we didn't have that thumbnail image of what we're uploading it would be really difficult to know who the athlete is or which product is being featured ... I think it's one of the best features".

So, three months down the line and with almost a hundred active users now logging into their account, Orca have taken to Dash like a duck to water (editor's note: please excuse the continued H_2O puns). We asked Itziar whether she feels Orca have achieved what they set out to do when picking Dash. "Yes definitely! Dash helped us improve our workflow and to be more efficient in our day to day. Both were our main goals. Good job! I'd recommend Dash to other brands because they'd improve the way they're working for sure."

"The amount of time it takes to search for photos has decreased dramatically since implementing Dash."

Itziar Castro, Marketing Coordinator

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