



# Case Study

Premier Boxing Champions use Asset Bank to collaborate with the media, freelancers and in-house teams. Bringing this competitive sport to wider audiences.

# Introduction



Premier Boxing Champions (PBC) was created for television by Haymon Sports, LLC, in January 2015.

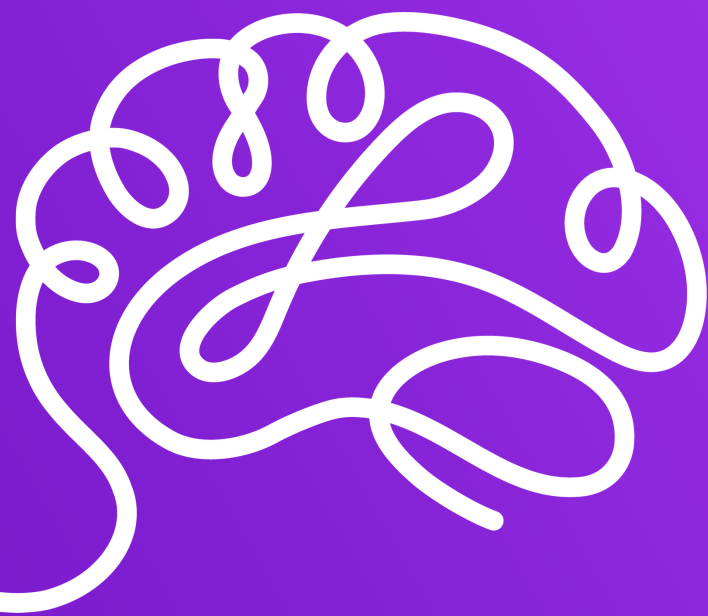
This series was designed to celebrate and showcase boxing's best and brightest stars. It brings the sport to some of the top sports networks in the world including SHOWTIME, FOX, FS1 and FOX Deportes. There are no frills here. Just pure boxing stripped back to its roots.

However, managing the 20,000 + images, videos and media conferences that you might expect from such a popular sporting event isn't easy.

Read on to discover how, PBC use Asset Bank to take control of their assets and make the most of their impressive photographic archive.

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# The Challenge



Before Digital Asset Management, the marketing team who worked on PBC had a lot of digital assets on their hands.

More specifically, they had 20,000 + assets across multiple folders and multiple locations.

They were handling the fighter portraits, weigh-ins, media conferences and of course, photography of the actual fights.

Not to mention the external agencies and freelancers who needed access to these assets on a regular basis. Photographers needed a place to upload imagery and the media needed a place to download it.

After factoring all this in, you can imagine the time and effort it took to locate images and transfer them across locations. It was a complex process and one that needed a Digital Asset Management system pronto!

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# Understanding PBC's needs



Before pursuing an Asset Bank, PBC sat down with our team to figure out exactly what they needed a DAM system for. From here we were able to identify what features suited them best so we could offer them the best pricing plan for their needs. One of these included flexibility over user groups and permissions. They identified four types of users:

- Admins
- Photographers
- Freelancers
- Media

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# The Goal



The dream was to give photographers and freelancers permission to upload only, and the media to solely have download access. Admins, aka the PBC marketing team, would have complete freedom over the system.

After identifying these key users, PBC spent some time with our DAM consultant and personalised free demo.

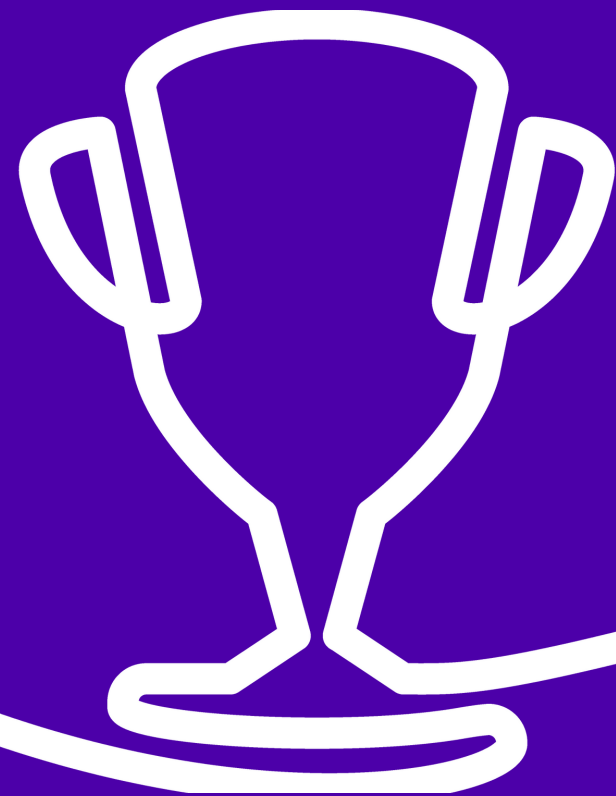
This demo was branded and offered them a real-life feel of how the system would help them day-to-day.

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"We love giving prospective clients access to a free trial with their branding all over it. We even offer some free consultancy to help them configure it around any of their key use cases.

This helps our potential clients evaluate Asset Bank more rigorously, make their case to senior stakeholders, and ultimately help them work out if this is actually the best solution for them."

Paul Mulvee - Senior DAM Consultant



# Key features of PBC's Asset Bank



## **Image conversion at download**

Ideal for social media managers who need to convert image dimensions for Twitter, Facebook, Instagram, Pinterest and more.

## **Lightboxes**

For every fight, admins create a new lightbox where they add photos from the press conference, weigh-in and, most importantly, the fight. They can then add captions, metadata, fighter details and photo credits before sharing to the appropriate user groups.

## **Keywords**

We've set up custom configurations to help the marketing team find images easily. For example, they frequently use the keyword function to search words such as fighters, fights and venues.

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# The Results



Now, the marketing team at PBC are able to get the maximum benefit from their photography as they have a quick and effective way of searching and accessing assets.

Asset Bank has enabled the stadium's external partners to self-serve, ultimately freeing up time for the marketing team and allowing them to continue with the work that matters.

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# Client feedback



"Asset Bank allows us to search our archive and access content which was previously inaccessible in multiple folders in many places, ensuring that we get the maximum benefit from our photographic archive. It also allows us to share assets with the media and other selected third parties, so they can 'self-serve'. The flexibility of the interface is very impressive, allowing customising and branding of the system. In addition, the customer service is stand-out, with questions and support tickets answered very quickly and expertly."

Morag Reavley, Head of Digital Platforms

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## Contact

Our mission is to make your workday more inspiring and productive so to discuss the impact that Digital Asset Management could have on your organisation, contact us on +44 (0)1273 923153 or at [info@assetbank.co.uk](mailto:info@assetbank.co.uk)

If you're an existing Bright client and would like to discuss getting the most out of Asset Bank or any of our DAM products, please contact our team at [support@assetbank.co.uk](mailto:support@assetbank.co.uk)

For further information about how Bright can help to transform your digital assets strategy, visit us at [www.builtbybright.com](http://www.builtbybright.com)



*"The introduction of Asset Bank at the ANZ Stadium eliminated the need for the marketing team to spend time searching for images, and allowed the business to source required assets for themselves.*

*Having everything in one location also reduced the duplication of files on the network freeing up valuable disk space on our servers.*

*The ability to audit and track what images were being downloaded by the business ensured that any brand guidelines were being followed and that it was always the latest version of the asset."*

***Business Analyst***  
***ANZ Stadium***