

# HUMANIZING AND UNIFYING A HOUSEHOLD BRAND THROUGH TRANSFORMATIVE DIGITAL EXPERIENCES



Newell Brands is a leading global consumer goods company with a strong portfolio of over 200 brands, including Rawlings®, Rubbermaid®, Sharpie®, and Coleman®. More than just a holding company, Newell Brands is on a mission to improve the lives of its customers.

## CHALLENGE

With a big merger complete, Newell's corporate communications leaders recognized a need to digitally reflect how all the Newell Brands fit together. Its corporate site featured the standard list of must-have content: About, Brands, Investor, Press, and Careers. However, the components did not gel into a cohesive story that articulated Newell Brands' beliefs and the good the company was doing in the community. Additionally, the site was difficult to navigate and lacked visual excitement and vibrancy.

Recognizing its website as the cornerstone of its digital presence, Newell sought to improve the experience in an effort to highlight the positive impact of the brand and its subsidiaries. Offering an innovative, fresh, and transformative digital experience required a powerful publishing platform that could support Newell's brand storytelling needs with rich video and compelling imagery. The ideal solution would also integrate seamlessly with Newell's external sites and applications.

## SOLUTION

The Perfect Sense team consulted with Newell executives, as well as more than a dozen other groups, to design a site reflective of the brand. Design and development of the new website took just eight weeks to complete. In addition to establishing a collective voice for Newell's many subsidiaries, Brightspot now allows the organization to:

- **Support rich OTT video experiences** and compelling imagery to take its brand storytelling efforts to the next level.
- **Maintain all digital properties from one system**, thus gaining more control over digital experiences and helping to unify the brand portfolio.

*“When the site launched, the response from the C-suite and internal team members was exciting to watch. Everyone could easily see and understand the Newell Brands vision and story.”*

**NEWELL BRANDS LEADERSHIP**

## KEY SITE FEATURES

-  Multichannel Publishing
-  OTT Video
-  Customizable Workflows
-  Digital Asset Management
-  Automated Editorial Processes

- **Centralize digital assets** for more efficient publishing, allowing editors to view, edit, and manage assets from a single interface.
- **Decrease dependence on IT** by making it possible for Newell’s marketing team to create and launch new microsites quickly with easy-to-use, low-code templates.
- **Launch an iOS and Android app** in a third of the time for the Coleman Get Outdoors app, thanks to the powerful combination of React Native and the Brightspot CMS.
- **Create publishing efficiencies** by customizing workflows and automating common editorial processes.

## IMPACT

With Brightspot, Newell delivers a cohesive brand identity supported by rich video, compelling imagery, and multichannel publishing capabilities.



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CORPORATE SITE IN  
**8 WEEKS**



DEVELOPED A MOBILE APP IN  
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DIVISIONS

**BRIGHTSPOT** | **PERFECTSENSE**  
EMPOWERING DIGITAL POSSIBILITIES