

Control Your **Brand Assets** from Creation to Print

DaVita Kidney Care, a leader in quality dialysis care, employs **over 70,000 people** nationwide. With over 2,500 dialysis centers across the United States, each of these locations requires up to date **branded marketing assets** to serve their local market.

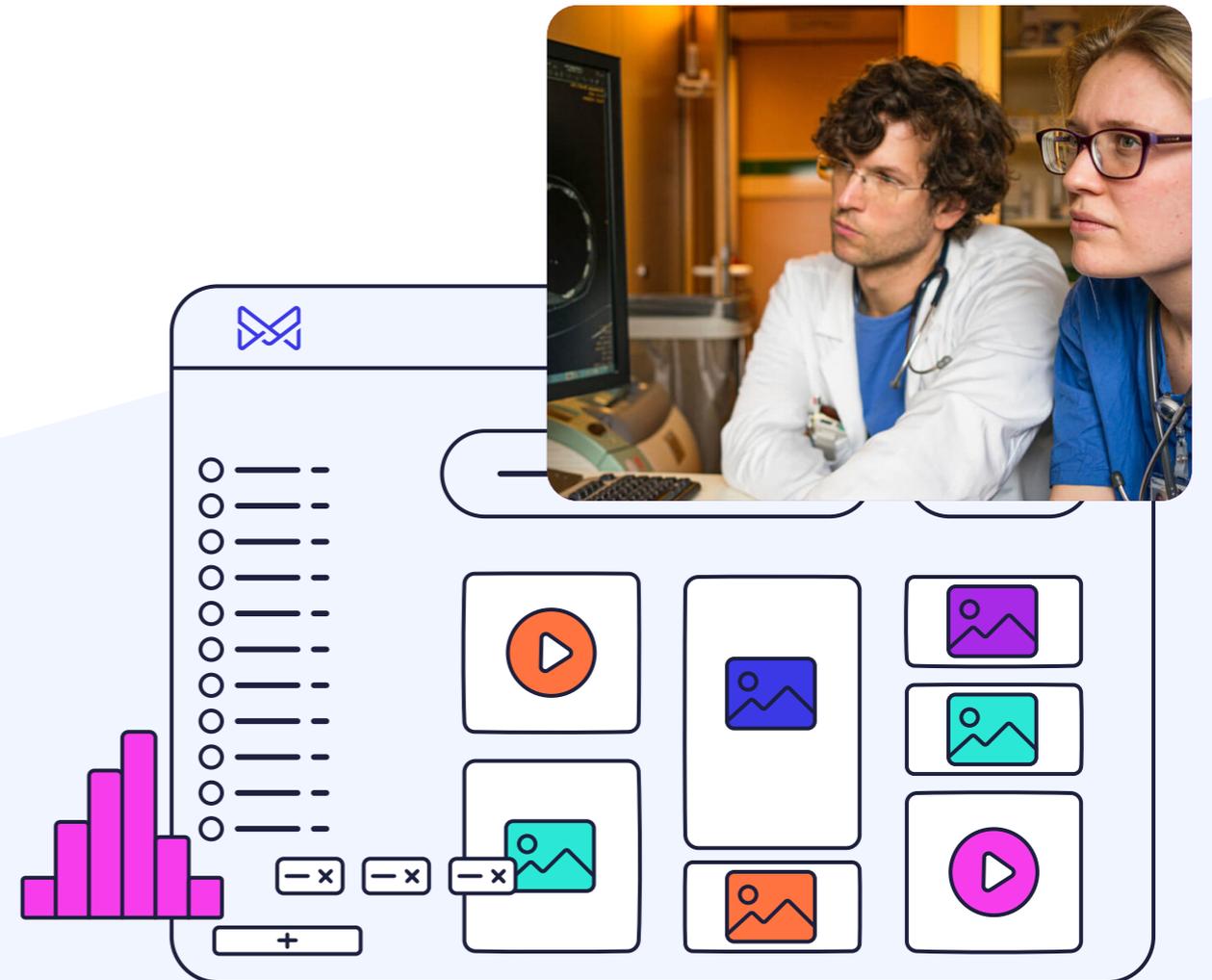
The Challenge

However, the marketing team responsible for supporting these **2,500 centers consists of just 3 people**. That is a lot of territory for just 3 people to handle!

With such a high volume of requests, DaVita Kidney Care found that many field professionals were taking matters into their own hands and **creating marketing assets on their own**. This left the team with many **off-brand, inconsistent assets** that were not approved by the legal team - not ideal for any team trying to establish a corporate identity. The DaVita Kidney Care team needed to find an efficient way to **enforce brand compliance** with limited marketing resources.

Why They Chose MarcomCentral

Once they saw the **inconsistency of their marketing assets** across the board, the team realized they needed to leverage a tool that could help them easily regulate and **distribute marketing assets to their 2,500 centers**. Not only did this tool need to be easy to navigate, but it also needed to have a detailed reporting function, so they could see how assets were being used by centers across the country.



After evaluating 15 different companies, DaVita Kidney Care selected **MarcomCentral** because we were able to meet all their needs! Our teams worked closely together to create a **portal which DaVita Kidney Care branded “Marketing on Demand” (MOD)** that would **centralize all their brand compliant marketing materials**. The portal is easy for the field professionals to use and navigate, focuses on the company’s key objectives and includes a detailed reporting function. Additionally, the team took advantage of the Google Maps integration, so their field teams can **easily update maps on marketing materials** to reflect the DaVita Kidney Care dialysis centers in their area.

The Results:

Today, MarcomCentral has streamlined and redefined the way that DaVita Kidney Care manages their marketing assets across the country. Enterprise wide, DaVita Kidney Care field **professionals can quickly download and print the marketing assets** they need on demand. Instead of 3 marketers managing all requests, their **customized brand management software now has 2,600 average monthly users** who download or print more than 1,600 unique pieces a month. This self-service model significantly increased the speed at which marketing reached end-users and reduced the burden of creation on the marketing team. The best part is, every single asset in **Marketing on Demand portal is on brand** and legal approved!

