

# Building market visibility to support investment and growth

## The challenge

Bynder needed to raise its profile ahead of a significant investment round within the digital asset management market.

The business wanted a more joined-up communications approach that could improve media and analyst engagement, increase visibility with target audiences, and help the brand stand out in a highly competitive category.

## How Coach helped

Coach developed and delivered an integrated communications programme focused on improving visibility, strengthening market credibility, and supporting commercial growth.

### Support included

- PR and media relations
- analyst relations
- messaging and positioning
- executive visibility
- social media strategy
- campaign communications

## The outcome

The programme significantly increased awareness, engagement, and market visibility during a commercially important growth period, supporting Bynder ahead of the largest transaction in digital asset management market history.

## Results

**150%**  
increase  
in unaided brand  
awareness

**78%**  
increase  
in web traffic

- ✓ 8x increase in press coverage
- ✓ significant increase in analyst engagement and market visibility



In the lead-up to securing the largest historical investment deal in the DAM industry, our brand and communications program played a significant role in influencing the market and increasing awareness.

Warren Daniels, Chief Marketing Officer