

Polaris + CampaignDrive Create a Global Marketing System of Record





Power. Beauty. Innovation. Pick any three.

With 8,000 employees and 11 brands, sold by 2500 dealers in 130 countries, Polaris Industries is the undisputed leader in the powersports industry.

Long devoted to providing dealers with fast, efficient access to assets, Polaris was looking to move beyond its existing web-based Digital Asset Management (DAM), and implement a higher-performance and more secure system—one that would not only integrate with workflows at the local level, but that could also automate the creation of high-velocity model year promotional campaigns. After an extensive review of the technology landscape, the company selected Pica9 and the CampaignDrive system to build their global marketing portal.

“ It has been great to see the growth in the portal month to month, and wouldn't be possible without the help from the entire CampaignDrive team.



*Nikki Nielson
Team Lead
Polaris Digital Asset Management*



The screenshot displays the Polaris Marketing Portal interface. At the top left is the Victory Motorcycles logo. A search bar is located at the top right. Below the navigation bar, the 'PRIMARY LOGO' section is highlighted. It features a central image of the Victory Motorcycles logo with a red 'V' and the word 'VICTORY' in a stylized font. A pink dashed box surrounds the logo, with a dimension line indicating a width of '>1.0\"'. To the left of the logo image is a 'Categories' sidebar with a list of items:

- Victory Motorcycles
 - 2015 Victory Images
 - 2016 Baggers
 - 2016 Cruisers
 - 2016 Electric
 - 2016 Touring
 - Logos/ Brand Standards
- Polaris Off-Road Vehicles
- Polaris Snowmobiles
- GEM Electric Vehicles
- Polaris Defense

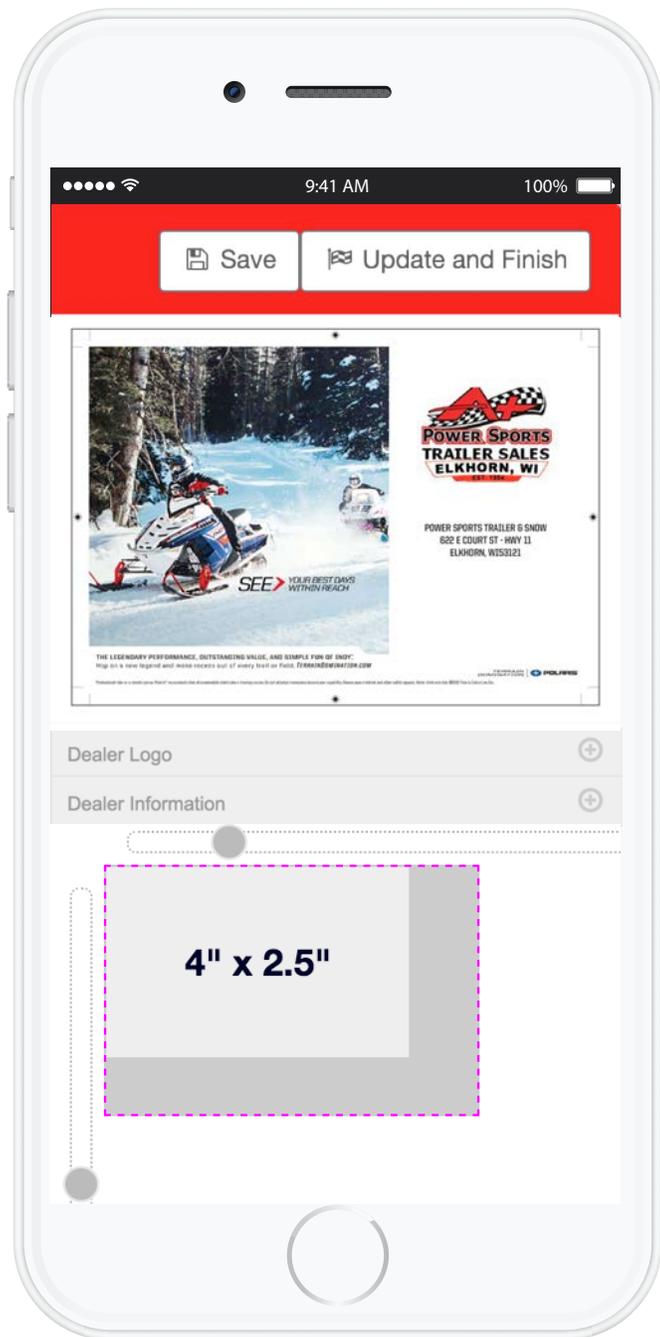
11 brands. Always on brand.

Polaris is well known for the discipline it brings to the branding equation. That's why the Polaris Marketing Portal automatically ensures the company's dealers are presented with just the right materials for their local marketing needs, with the most relevant content always at their fingertips from the home page. Secure login and advanced permissions combine with a highly flexible folder organization to ensure that dealers and field-based marketing personnel are empowered to create polished, professional materials, 100% compliant with brand guidelines.

The dialog box titled 'Select Conversion Options' is shown. It includes the following elements:

- Original File Extension: tif
- Radio button options: TIF, Web Ready, JPEG, PNG (selected), GIF.
- Width: 5184 px
- Height: 3456 px
- Buttons: Close, Download.





Templates for Success

One of the challenges Polaris faces is coordinating sales promotion activity across its vast dealer network, while still empowering each dealership to address its unique local needs. The templating system in the MarketingPortal allows dealers to produce a full range of campaign materials – from print ads to direct mail pieces to Facebook covers, digital banner ads and social media posts—in a matter of seconds.

The result: faster, more coordinated execution, greater use and re-use of high value brand assets—and of course, greater results from each monthly sales event.



Admin Made Easy, Creatively Speaking.

With more than half a dozen agencies operating across the various business units within Polaris, it was important that the Marketing Portal offer intuitive administration and content management tools. CampaignDrive fills the need with a point-and-click environment that bears much in common with Creative Suite. In fact, the system allows users to import templates direct from InDesign®, making the process a seamless extension of the agencies' normal studio and trafficking processes.



Campaign Management

Radio Scripts (Canada) (Campaign ID 10)
Canadian Radio Scripts

Active

Edit Campaign Details | + New Template | Import IDML Template

Web (US) (Campaign ID 6)
Web Banners

Inactive

Edit Campaign Details | + New Template | Import IDML Template

Print (US) (Campaign ID 4)
Print (US)

Active

Edit Campaign Details | + New Template | Import IDML Template

Demo Tour Material (Campaign ID 289)
Click here for all 2016 Demo Tour material

Active

Edit Campaign Details | + New Template | Import IDML Template

Region(s) ⓘ

- Canada
- Malaysia
- US
- International
- East
- Central
- Northern Europe

Dynamic Batch ⓘ

On Off

Business Impact That's Clear to See.

As with any project that touches business units, departments and divisions around the globe, the Polaris Marketing Portal needs to demonstrate its impact on the enterprise to many different stakeholders. The system's reporting module makes it easy for managers at the brand, region, market, and brand levels to produce precise, up-to-the-minute statistics on usage and business impact. Correlated

with dealer-level revenue information, the reporting module can help to pinpoint asset and activities that are generating positive results, so that best practices can be shared quickly and efficiently. And with plentiful output and data formatting options, the Marketing Portal makes it easy to integrate with a variety of business intelligence and ERP applications.

Dashboard

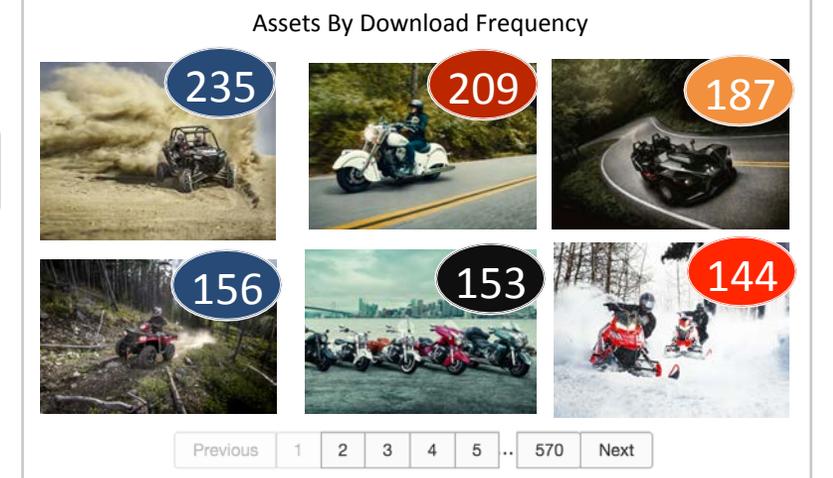
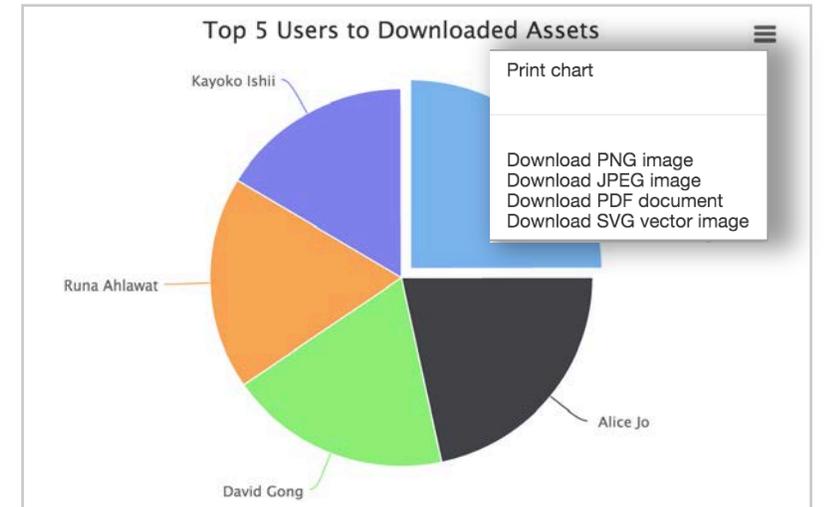
Brand: Start Date: End Date: View Report As:

Access Report
3797

Documents Report
18935

Assets Report
73757

CSV Export



CampaignDrive by Pica9 is the local marketing toolkit for multi-location brands. Every day, our system helps support the marketing efforts of thousands of local marketers in print, digital and social media.

To learn more, visit pica9.com

For a **hands-on trial**, visit testdrive.pica9.com

For a **live demo**, email marketing@pica9.com