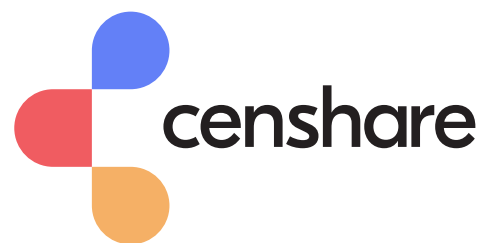# Irish Tourist Boards Embark on Joint Digital Asset Management Journey

censhare

Ireland's three tourist boards share a censhare DAM system to promote the island's attractions.

Tourism **Ireland**
Marketing the island of Ireland overseas

Fáilte Ireland

tourism northern**ireland**

master your content

"The censhare solution was the most economically advantageous tender solution in response to Tourism Ireland and our partners requirements. Eliminating the need to invest in additional systems meant that overall, the censhare DAM was the most competitive solution."

Patrick Lennon, Content Coordinator, Tourism Ireland

"Each tourist board deems the project successful. The go-live and transition phases have worked very smoothly."

Patrick Lennon, Content Coordinator, Tourism Ireland

At a glance

Industry

Tourism

Products

• Digital Asset Management

• Content Management

Business need

A mandatory tender for a global Digital Asset Management (DAM) system called for new requirements to help promote tourism in Ireland with improved video capabilities and streamlined collaboration between three separate tourist boards.

Three Organizations, One DAM

Tourism Ireland markets the island of Ireland overseas as a leading holiday destination. It delivers marketing programs in more than 20 markets across the world and reaches a global audience of over 600 million each year.

Fáilte Ireland is the National Tourism Development Authority for the Republic of Ireland and provides practical business support to help tourism businesses better manage and market their products and services.

Tourism Northern Ireland is responsible for the development of tourism and the marketing of Northern Ireland as a tourist destination to domestic tourists, from within Northern Ireland, and to visitors from the Republic of Ireland.

Attracting Tourists — a Global Endeavor

Promoting the spectacular landscape and historical riches of the island of Ireland is a global task. Demand for content comes from organizations of all sizes, from local guest houses to large international hotel chains; from US TV networks to news and media outlets in Asia; and from any organization in the travel industry promoting Ireland as a holiday destination.

At the heart of the effort sit three public agencies that market Ireland as a tourist destination and provide essential support for the tourism industry — Tourism Ireland, Fáilte Ireland, and Tourism Northern Ireland. The tourist boards and third parties around the world all depend on having easy access to a vast array of digital content for marketing campaigns and other activities showcasing the island of Ireland.

Mid-2020 saw the deployment of a censhare Digital Asset Management (DAM) system that will improve productivity and save costs across all three boards. This is the first DAM of its kind to be deployed for use by all three agencies and is helping to enhance interagency collaboration. The censhare system is now being used by around 350 internal users at the tourist boards and will over the next year have more than 20,000 third party users.

The deployment of the new platform follows a strict public tendering process that began in 2018, as Patrick Lennon, Content Coordinator at Tourism Ireland explains: "As a public sector body Tourism Ireland was required to retender for DAM system services in compliance with public procurement guidelines. This afforded us the opportunity to review our requirements and seek an enhanced system offering."

Business Results
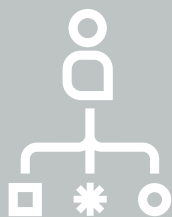
60,000
Digital assets managed

350
Internal users

20,000+
External users globally
expected by mid 2021

Up to 50%
Less time is likely to be
needed to create campaigns

Video Formats Created Automatically

One of the most important new capabilities is the management of video assets. "Where video accounted for around 1.5% of our assets five years ago, it now makes up 20% of our content and we expect that to grow to 40% of the marketing mix over the next few years. Video is a powerful way to capture the imagination of our target audience, whether through social media or in TV broadcasting," Lennon says.

To meet the needs of such different media outlets, the agencies must provide video content in a wide range of resolutions and formats. Previously, these demands meant every video format had to be created separately before uploading to the previous DAM. Now, only one high resolution file is uploaded to the censhare DAM, which then automatically transforms this file into all the required formats.

Supporting More Personalized Marketing

The tourist boards also wanted a solution with a powerful Application Programming Interface (API) that would enable greater integration into the full marketing technology stack that they are building. This will enable the boards to personalize content and messages for customers.

"We do a lot of marketing to a wide audience using TV and radio advertising, which is targeted according to socio-economic groups or specific areas of interest. Examples include caravan enthusiasts or people interested in major Hollywood films shot in Ireland. In the future, we want to target individuals with personal messages. To do that we need a lot of content that can flow between the DAM and other systems in the marketing technology stack. We are already scoping pilot programs to test the API," Lennon says.

An All-in-One Solution Boosts Productivity and Collaboration

At the beginning of the tender process Lennon admits he considered censhare to be an outside contender, a "dark horse", as he puts it. This changed quickly as it became clear that censhare was not only able to take on the complexities of a project serving three independent public bodies, but also offered a solution that could manage the huge variety of assets involved with full control over user access.

"We now have around 60,000 digital assets on a portal for internal use and of these, 44,000 can be accessed by public users on a separate portal. Both portals are supported by the single censhare solution which allows us to prevent external users seeing internal-only content," explains Lennon. "This has eliminated a constant flow of queries from third

parties asking if they can use internal assets that they could see but not download." This makes it easy for users: those who can access an asset can also use it.

With the previous system, content was held by a variety of silos — advertising agencies, media agencies, brand teams and content teams. Searching for and pulling together the content needed for even a simple campaign was slow and time consuming. With censhare, all content is held on one platform with controlled access, speeding up the process substantially. Lennon says this will significantly reduce the time teams take to get campaigns to the publishing stage, by as much as 50% for some campaigns.

Another major benefit of censhare's universal content management solution is enhanced collaboration between Tourism Ireland, Fáilte Ireland, and Tourism Northern Ireland.

"As far back as 2010, Tourism Ireland proposed a DAM system to enable the three bodies to focus all assets in one place, but until now we have not been able to do that. With the centralized censhare system the agencies are more willing to share assets and cooperate closely on joint marketing campaigns. All the organizations will use the DAM as the content hub with its built-in workflows, such as the approval process, saving time," Lennon explains.

A Smooth Implementation

"This was never going to be an easy project," comments Lennon. "We are three tourist boards with individual requirements, transitioning from other systems."

Despite the difficulties, Lennon says censhare was flexible and used agile management approaches to bring the project to completion, even in the face of the COVID-19 imposed lockdown in early 2020. Although some issues needed to be sorted out along the way, the system implementation and migration of the content went very well says Lennon. Users around the world have welcomed the new system and have raised no major issues.

"censhare as an organization is willing to listen and incorporate our requirements. We have a free exchange of communications with censhare which will be of benefit to both parties in the coming years," comments Lennon.

"Users of the new solution have had few difficulties in onboarding with the new system even though it differs from that used before."

Patrick Lennon, Content Coordinator, Tourism Ireland

The censhare DAM for Tourism Ireland, Fáilte Ireland and Tourism Northern Ireland is hosted on Amazon Web Services (AWS). For this project censhare dealt with AWS on the client's behalf as a managed service. AWS offers a broad set of global computing, storage, database, analytics, application and deployment services that help organizations move faster, lower IT costs and scale applications.

About censhare

Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience.

Clients like Allianz, Lands' End, Dyson, Christie's and hundreds more rely on censhare to deliver brand-accurate, up-to-date content, and make the most of every opportunity to reach the right customer at the right time.

master your content

www.censhare.com