



Newmarket Holidays

Picture your dream getaway

Newmarket Holidays was looking for a way to organise its travel imagery and got more than it was expecting with censhare.



From Cambridge to Cambodia

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*Liam Bennett
Digital Asset Coordinator,
Newmarket Holidays*

Newmarket Holidays began in 1983, initially specialising in coach breaks within the UK and Europe in partnership with newspapers and magazines. Since then, it has expanded its offerings to air travel, river and ocean cruises, rail holidays, and events. “Nowadays our customers are just as likely to want to go to Cambodia as they are to Cambridge,” says Liam Bennett, digital asset coordinator at Newmarket Holidays. “People have become more adventurous, and we’ve become more adventurous in the types of breaks we offer.”

Newmarket Holidays Case Study

At the same time, the way people buy holidays has changed. “While our sales and customer service call centre is still busy, we continue to sell an increasing amount of our holidays online” says Bennett. Such diverse sales channels mean that Newmarket Holidays marketing teams must provide an array of materials that let customers browse, consider and buy their breaks—and nothing sells a holiday like a picture.

Making sense of a world of images

Bennett has worked in the studio at Newmarket Holidays since 2000. It combines the advertising and brochure-production teams and provides imagery for the company’s e-commerce, sales support and marketing teams. For years, Liam had to manually keep tabs on the 50,000 or so images the company uses to illustrate its brochures, website, marketing and ads—often acting as a gatekeeper when colleagues wanted a specific shot. He says, “Our problem was that there was no simple way of organising imagery and making that available to the business.”

Bennett was looking for a digital asset management (DAM) tool and had shortlisted eight or nine companies—including censhare—with the goal of making images accessible and searchable by anyone. “To be honest, I thought censhare was too advanced for our needs as we aren’t a huge company,” he says, “but I was attracted because it offered the possibility of solving more problems than simply organising our image library.”

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censhare arranged a pricing plan whereby Newmarket Holidays could start with just DAM functionality, and then add more censhare features later. Bennett says, “Users are already empowered to find product copy, and search, crop and share images to their requirements on the fly. This could be for use in email marketing or on the website, for example. Our plan is to roll censhare out more widely. We can use it to interface with our existing web CMS and automatically place images on our website and to manage the workflow for our brochure publication. The long-term value in censhare, for us, is automating as many of our marketing processes as possible.”

Right now, the censhare DAM system contains more than 8,000 of Newmarket Holidays’ images for about 400 different tours—shots of everything from The Edinburgh Tattoo to Elvis Presley’s Graceland home. Bennett is populating censhare with the company’s most-used images, which he is tagging to make them easily findable by any employee. Now anyone who searches can also learn which photo is the “hero” image for any product and which are supporting photos. Using the censhare solution, instead of the company’s old Apple Mac Mini as an image server, also means that images are accessible to both Windows and Mac users across four different teams via the censhare web client.

From image management to publishing automation

The studio team has put together a business case for phase 2 of censhare at Newmarket Holidays. It will see all studio workflows migrated into censhare, including the digitisation of brochure production, eliminating thousands of printed pages that are currently used during the long proofing and approval stages. Bennett foresees approvals triggering automatic PDF production as each section is completed, rather than needing to have designers manually create PDFs on print deadline day as they often do now. “Although we thought the more basic DAM solutions were what we wanted at the time, censhare represented what the possibilities were. Consistent, easy to access, one source of truth for everything. It wasn’t just a solution for one or two departments—I can see it serving the whole company in various forms.”

Business results



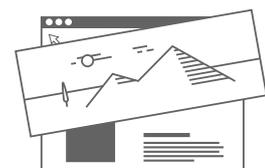
1.000’s

*of images organised,
tagged and searchable*



8.000

images for 400 tours



1

hero image for each tour

And Bennett is confident that choosing censhare over more specific DAM software will pay off. “We could have achieved what we initially wanted without censhare, but I’m pleased we made the bold choice because it gives us more opportunities in the future. It will automate things that currently take up hours of time. I’d definitely recommend it.”

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Digital Asset Coordinator, Newmarket Holidays



Industry
Travel & leisure

Solutions
• Digital Asset Management

Business need
Newmarket Holidays needed a way to make thousands of travel images accessible and searchable to Windows and Mac users across the company. It also wants to make its publishing and marketing processes more efficient.

To find out more about this and other case studies, please visit our website:

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