



Menzis – Healthcare Insurance Case Study



With around two million policy holders, Menzis is one of the three largest healthcare insurers in the Netherlands. It is vital for the company to conduct its marketing efforts properly and effectively. Images and their use, logos and a recognisable corporate identity play a key role in this.

Paragon Info Systems UK Ltd.

1 Furzeground Way,
Stockley Park,
Uxbridge,
UB11 1BD.
+44 (0)208 622 3986

contactus@paragon-info.co.uk

The question

At Menzis, various different individuals and departments carry out marketing activities. As such Menzis was looking for a Mediabank that allowed easy and user- friendly access to all marketing instruments, such as:

- images and videos;
- logos and other elements of the Menzis corporate identity;
- guidelines for the corporate identity.

The Mediabank needed to make it quick and easy to find images and to allow users to see a preview of an image without first needing to download the file. It also had to include an archiving function for printed matter and a feature allowing external parties such as photographers to add material to the Mediabank.

Users also had to be able to retrieve all relevant information about the corporate identity and the use of logos, colours and colour numbers, typography, tables, forms, etc. from the Mediabank: all elements relating to the design of brochures, flyers, advertisements, posters and other means of communication.

Another important aspect is that Menzis wished to be able to see who used what file and for what purpose, to help avoid work being repeated. The Mediabank also needed to be organised in such a manner that the responsible Menzis employees could manage their own content. Another factor that had to be considered from the start of the project was that the functions might need to be expanded in the future, for example features for modifying and printing images and campaign material.

The solution

Using MarketingOne, Paragon realised an online Mediabank: a central, user-friendly image bank that can be accessed 24/7 by all authorised users at the company.

With this image bank, all marketing instruments have been stored centrally and can be retrieved and viewed quickly and easily. It includes an expanded search function, and offers previews of all files without requiring downloads.

The corporate identity rules are also stored centrally, allowing Menzis to further develop its recognisable corporate identity using this Mediabank.

The result

This Mediabank offers Menzis a solid basis with considerable advantages: savings in terms of time and money and much more effective information about the use of the material available. Ultimately this improves the returns of the marketing departments.

The Menzis Mediabank was realised in eight weeks. Paragon was able to complete it in such a short time because it has a standard configuration for this solution, called the 'best practice'. From the moment that the solution is completed, functional administrators can add images and PDFs and create and authorise user accounts. They can also design and, if necessary, modify the layout and navigation. Naturally, the entire Mediabank was designed according to the Menzis corporate identity.

Focus on the future

In the near future, anybody who wants to can create their own brochures, flyers, advertisements or other marketing or communication material. With this solution, it is also possible to prepare plans and budgets for media campaigns and draft and send online and offline mailings.

Quote:

Géanda Bakker, Functional Administrator at Menzis:

'The purpose of the Mediabank was to allow marketing and communication material to be managed centrally. The solution proposed by Paragon was the best, in particular with a view to possible expansions in the future.'

Paragon Info Systems UK Ltd.

1 Furzeground Way,
Stockley Park,
Uxbridge,
UB11 1BD.
+44 (0)208 622 3986

contactus@paragon-info.co.uk