

Merck successfully implemented its new branding with empower®



“The introduction of empower® was one of the best decisions we made within the branding project.”



Brigitte Schneider, Head of Brand Design, Merck KGaA



Challenge

Merck wanted to dramatically change its brand appearance and therefore launched a new logo, new colors and new templates. The challenge: how to ensure users will adopt quickly and use the new branding in their daily life with MS Office?



Solution

Merck implemented empower® company-wide (over 60,000 users) within 6 weeks and ensured that every user could convert all their old presentations via mouse-click and the new templates and images were available at their fingertips.



Result

The users love empower® because it is a “real time-saver” and they were not left alone migrating their old presentations. With empower®, they were able to experience and live the new branding from day 1.