

How WALTER GROUP Overcame Brand Management Challenges



INTRODUCTION

For almost a century, LKW WALTER has been a pillar of Austria's transportation and logistics sector. Today, the company is one of the several in the WALTER GROUP, which has over 5,000 employees and is active in a wide range of industries.

OBJECTIVE

The objectives were to modernize outdated brand management methods, ensure consistency in brand image across all channels, and boost the adoption and efficiency of brand management tools.

CHALLENGES

WALTER GROUP faced challenges with reliance on outdated manual processes, maintaining brand consistency, and limited adoption of brand management tools, leading to content silos and inefficiencies.

Key Data

Industry: Transportation & Logistics

Use Case: Brand Portal

Number of Portals: 3

Content Source: Fotoware Alto (Picturepark)

CUSTOMER FEEDBACK

"Beyond the features and functionalities, it's the unwavering support provided by the Smint.io team that truly sets the partnership apart."

Teamlead Content Marketing

Results

- ✓ Centralized platform for accessing brand information
- ✓ Improved consistency and alignment across departments
- ✓ Digitization of brand management, enhancing efficiency and productivity

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