



Newell Rubbermaid[™]

Brands That Matter

Newell Rubbermaid

■ **Company Overview**

Newell Rubbermaid, an S&P 500 company, is a \$6 billion global marketer of consumer and commercial products with a strong portfolio of brands including Rubbermaid®, Sharpie®, Graco®, Calphalon®, Irwin®, Lenox®, Levolor®, Paper Mate®, Dymo®, Waterman®, Parker®, Goody®, Bernzomatic® and Amerock®. The company is headquartered in Atlanta, GA, and has approximately 22,500 employees worldwide.

■ **Business Challenge**

Newell Rubbermaid was seeking to develop a common marketing culture and set of tools within a marketing intranet portal that would serve the individual divisions that had become part of Newell Rubbermaid family. This common culture and Newell marketing intranet toolset would ensure employees were using the latest marketing collateral, logos and branding elements company-wide. The Newell marketing intranet would need to facilitate this common culture and bring a collaborative environment, allowing marketing teams spanning multiple brands to share knowledge and pertinent information.

■ **Solution Approach**

Northridge developed the Newell Marketing Intranet leveraging the Microsoft SharePoint platform with its easy-to-use search and update capabilities and scalable document repository. In addition to Northridge providing installation, configuration, training, and some custom SharePoint development, Northridge Interactive, the interactive marketing and design division of Northridge, also created an inviting, custom SharePoint user interface leveraging cohesive Newell branding elements in an effort to drive increased usability and adoption across the Newell brands.

■ **Results Delivered**

The Newell Marketing Intranet was met with immediate success. The Marketing Intranet utilizes the Microsoft SharePoint platform as a central repository for documents, presentations and other marketing materials that were formerly found in disparate locations across the various consolidated companies. The Marketing Intranet search capabilities enable users to easily locate materials by simply querying file content. The Marketing Intranet not only facilitates efficiencies in the fluid exchange of ideas and concepts, it also ensures common marketing language and processes across the organization, resulting in a more integrated and efficient marketing community. The Marketing Intranet user interface designed by Northridge Interactive provides Newell employees with a familiar look and feel, further aiding in user adoption.

Due to the success of the Marketing Intranet project, Newell Rubbermaid continues to engage with Northridge on additional brand intranet and public website projects on the Microsoft SharePoint platform.

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