

A New Look for Content Management



Slimming World is
making it easier to
organize the content
and information
that supports its
members.



touching hearts, changing lives

master your content



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James Naylor, Group Publishing Systems Manager, Slimming World

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At a glance

Industry

Health & wellbeing

Products

- Digital Asset Management
- Content Management

Business need

Slimming World creates content across multiple channels to give its members and consultants the right support when they need it in their weight loss journey. Slimming World wants to organize, connect, and distribute that content in the best way possible.

The UK’s most advanced slimming organization

Since 1969, Slimming World has helped millions of people in the UK to lose weight. Founded in Derbyshire by Margaret Miles-Bramwell OBE, who is still chairman, the company now welcomes up to a million members in its 18,000 weekly groups across the country. As well as these community based groups, run by 4,500 trained Consultants, Slimming World creates magazine, books, and websites, which inspire and support members with recipes, advice, and real life accounts of weight loss successes.

Slimming World’s members, and the consultants who run its groups, are at the heart of the business, and every decision the organization makes is with their benefit in mind. When James Naylor joined as Group Publishing Systems Manager in 2017, he found this approach a refreshing change from the print publishing world he had come from, where technology like censhare is mainly used to make processes more efficient. In his new role, the question wasn’t “How much will this save us?” but “How does this make us more effective as an organization, so we can offer better service to our members?”

Business Results



30,000

images shared efficiently
across the company



99%

reduction in design
planning time for books



5,000

recipes easier to
reuse across platforms



1.3m

recipe books sold
per year

30,000 images, one library

One of James' first projects was to streamline how the company shares its images — more than 30,000 of them. These include thousands of photographs from 20 years of magazine and recipe book publishing, publicity material for use in groups, and a library of images for Slimming World's social media channels. He is leading a cross functional team in replacing an ad hoc system of file shares and copied data with censhare, which will allow all images to be tagged, making them easier to find.

Employees will be assigned roles, allowing them to view, download, and use images according to their usage rights and permissions. "We're making it much easier to share content across the company," says James. "Our inhouse design, magazine, marketing, PR, social and web teams will all be able to access the same single version of an image, and we'll avoid any potential accidental misuse."

And what does a better structuring of content mean for members? James says, "For example, if we feature a Slimming World member in our magazine, having their information in censhare means that they won't need to send in the same information to different Head Office teams, everything will be in one place."

Automated project planning

On the back of this early success, the company has taken a decision to introduce a project management tool for the Slimming World design team, which acts as an inhouse agency handling about 90 jobs a week. Previously, the team spent around half a day a week planning tasks and resources on a spreadsheet. Now, censhare will organize work and allocate tasks automatically. The team also uses censhare to schedule recipe book projects several times a year. "With censhare, the team sets the publish date, and censhare works backwards to schedule a project in a couple of minutes. This used to take four or five hours," says James.

Uniting the company's content

Rather than using censhare as a versatile tool to solve discrete problems, the goal is to have one system where assets — images, recipes, products, success stories — are tagged with metadata so they're searchable and usable. "Rather than talking about multiple systems, CRMs, PIMs, and MRMs, we just talk about one system — the DAM — and censhare," says James. "And we're only just scratching the surface of what we can do. For example, we're currently taking 5,000 recipe PDFs from our magazine and stripping that content out. This will enable us to use it automatically on other channels like our website, rather than having to dig out recipes and manually copy text across."

James is also exploring moving the magazine's production workflow into censhare and using that to directly feed content into the asset library.

In addition, the team will save time by creating the digital and print versions of the magazine simultaneously via one distribution workflow. Right now, the print version is disassembled once it's gone to press and then reassembled manually as a digital magazine.

These projects are just the start of Slimming World exploring how content is created, stored, searched for and used. "If we're storing our content in these atomic chunks," James asks, "what else can we do with it? How can we link censhare to our web publishing platforms and social media channels? How can we make the most of the content we generate across the company? I'm working with teams right across the business to support them with the right tools and explore how censhare can play a part in answering those questions."

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About censhare

Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience.

Clients like Allianz, Lands' End, Dyson, Christie's and hundreds more rely on censhare to deliver brand-accurate, up-to-date content, and make the most of every opportunity to reach the right customer at the right time.

master your content

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