

Wave2 partners with RLA and supplies Easybuild 2 self-service automation solution

Easybuild 2 enables the creation of custom-built and localised marketing campaigns as well as dealer marketing and corporate collateral

London, October 2017 – Wave2 is pleased to announce a partnership with marketing and creative advertising agency RLA and will supply **Easybuild 2** to help RLA expand their marketing and advertising offerings to their automotive manufacturing clientele.

The **Easybuild 2** solution will be implemented across multiple channels, providing expert advertising and marketing solutions for all key departments within their automotive customers: Sales, Aftersales, Fleet, Used, Parts and Accessories. Understanding the detail behind each department – and, importantly, their impact on each other – allows RLA to deliver complex solutions to the greater benefit of the whole brand.

The solution, which includes a self-service portal, will empower their clients to fully manage the creative process and maintain robust control over all aspects of their global corporate messaging and brand identity. This order will even provide their clients' dealers the self service ability to create personalised and localised marketing material without design skills.

The **Easybuild 2** solution is designed to empower RLA to fully manage the creative process and maintain robust control over all aspects of their clients' corporate messaging and brand identity.

Based on HTML 5, EasyBuild 2 offers:

- Free-form & creative layout ad creation
- Production on demand for various media
- Automated artwork adapts and custom re-sizing
- Full personalisation including localisation and translation
- Multi-media and cross-platform adaptation.

All of this is managed through a self-service portal using templates, which are created centrally, by the RLA designers, then distributed globally and made available through **Easybuild 2**. The designers apply strict rules to the templates to ensure only approved areas of the artwork are made variable to ensure strict brand control.

RLA's network of clients and dealerships all have full access to the portal and can create their own materials, in their own language.



About RLA

RLA is a full-service marketing and creative advertising agency with 30 years of experience in managing automobile brands. With a thorough understanding of the automotive sector, their dealerships and their local needs, RLA are trusted partners to many of the world's leading automotive brands.

Visit RLA at www.rla.co.uk

About Wave 2

Wave 2 provides state of the art automated video and ad production solutions that are transforming the way corporate brands produce business collateral, advertising and creative content.

Its core application, EasyBuild 2, is an innovative self-service solution for creating custom-built advertising campaigns, promotional material and corporate collateral across print and digital media and is used by leading international corporate brands such as Shell, Diageo, Barnes & Noble, Kia, Emirates and Seat.

Wave 2 is part of the Miles 33 Group, a global provider of publishing solutions for media companies.

Visit Wave 2 at www.wav2.com



If you would like to know more please get in touch with Tom Hodges at thodges@wav2.com.

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