

Astrid Lindgren Company

Favorite feature:
Moodboards

Case study



ASTRID
LINDGREN



Introduction

In this short guide we will explore Astrid Lindgren Company's favorite feature in QBank:

Moodboards. On the next few pages you'll discover how they're sharing assets, streamlining processes, maintaining control and improving efficiency with Moodboards.

About Astrid Lindgren Company

Astrid Lindgren is one of the most beloved Swedish writers, creator of iconic characters such as Pippi Longstocking, Ronia, Karlsson on the Roof, and more. As the copyright owner of Astrid Lindgren's work, the Astrid Lindgren Company's mission is to protect and promote the trademark of Astrid Lindgren in line with the values of the brand. To do this they work with publishers, film companies, TV channels, producers, and designers from all over the world.

About QBank's feature Moodboards

One of QBank's most appreciated features is Moodboards, essentially a mini-webiste used for sharing as well as collecting digital assets in a secure and efficient way. Moodboards is perfect for collaborating with both internal and external teams. With Moodboards, you can instantly share assets, comments, and feedback straight from within QBank. Another great use of Moodboards is importing files; not only will you get assets uploaded and easily added to your QBank, but also you can determine what metadata you want the uploader to add to the files.



Why Moodboards is their favourite feature

A worldwide collaboration with consistency and control

Astrid Lindgren Company collaborates with licensees and publishers worldwide, sharing illustrations, images, and texts of their iconic children's books and characters. Ensuring brand consistency and access control are crucial in maintaining the integrity of the legacy.

Went from e-mailing assets to pre-set Moodboards links

Before QBank, Astrid Lindgren Company relied on outdated methods like CDs, USB sticks, and email to share illustrations, leading to inefficiencies and wasted time.

With QBank, they revolutionized their workflows by working with already pre-set Moodboards for different cases and needs. Each book title has its own unique link, making asset sharing easier. When selling a book contract for Pippi Longstocking, they have a pre-set, branded mini-page with illustrations and images ready for publishers to use.

Maintaining control and improving efficiency

QBank DAM's Moodboard feature has significantly transformed Astrid Lindgren Company's daily operations, allowing teams to maintain control and improve efficiency.

With access-controlled Moodboards, they're not only staying in control of their brand but also ensuring their digital assets are protected. Moodboards guarantee that they share up-to-date assets. If an image is replaced with a new, improved asset in QBank, it will also be replaced in the relevant Moodboards. This ensures that users around the world have immediate access to the latest version, streamlining efficiency for Astrid Lindgren Company.



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