

CASE STUDY

NØRGÅRD MIKKELSEN

Nørgård Mikkelsen needed a solution to control users' Microsoft 365 email signatures after going through a rebrand. Find out why they chose Exclaimer Signature Management Cloud

nørgård
mikkelsen

Nørgård Mikkelsen is one of Denmark's largest communication and innovation agencies. The company specializes in brand design, marketing and advertising. It is also well known for its big advertising campaigns in both print and digital media for FMCG, retail and B2B organizations, such as Fiskebranchen and Rynkeby Foods.

KEEPING UP WITH CHANGE

When a company rebrands, it has to ensure that its new branding is consistent across all platforms, whether that is on business cards, letterheads, websites, or even emails. Promoting brand in an email signature is very important for a lot of companies, which is why it's important all users' have a consistent signature.

Nørgård Mikkelsen needed a solution to help centrally manage and control all Microsoft 365 users' email signatures after a rebrand and website refresh. "Nørgård Mikkelsen had recently rebranded and changed the company domain, so we needed to ensure all signatures were consistent in-line with these changes. That's when we decided we needed a centrally-managed solution for our Microsoft 365 email signatures," said Michael Falch Madsen, IT Support at Nørgård Mikkelsen.

MULTIPLE ENVIRONMENTS

One of the benefits of Microsoft 365 is being able to access its products on any device, whether that is a mobile or a Mac. For that reason, Nørgård Mikkelsen needed an email signature solution that would work with Microsoft 365 on both Mac and Windows computers. "It was important to find a solution that worked with our mixed Mac and Microsoft environment. Signatures needed to be applied to emails no matter what device we were using," Mr Madsen continued.

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We can now easily apply signatures to everybody in the company using Exclaimer Signature Management Cloud

- INDUSTRY**
Marketing & Advertising
- LOCATION**
Denmark
- WEBSITE**
nmic.dk

THE CHALLENGE

- ▶ The company had gone through a large rebrand and so needed to ensure email signatures were consistent on all devices
- ▶ An email signature management solution was needed in order to implement new email signature templates effectively

THE SOLUTION

- ▶ Exclaimer Signature Management Cloud was chosen to ensure all employees received the same email signature template

THE BENEFITS

- ▶ Consistent email signature designs on all emails regardless of device
- ▶ Email signatures can now be used to promote its new brand and website
- ▶ Promotional campaigns can be run email signatures quickly and effectively



**FOR THE SECOND TIME IN A ROW
WE'RE IN THE TOP 5 OF THE
BUREAUTREND ANALYSIS**

With this in mind, he began to look for a solution and discovered Exclaimer Signature Management Cloud. "Exclaimer Signature Management Cloud was our solution of choice because it met our mixed environment needs," stated Mr Madsen. "Email signatures are applied no matter what device we send from."

QUICK CHANGES

It didn't take long for Nørgård Mikkelsen to setup Exclaimer Signature Management Cloud and promote its new brand and website. "We can now easily apply signatures to everybody in the company using Exclaimer Signature Management Cloud, including adding promotional banners for campaigns whenever we need," concluded Mr Madsen.

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Michael Falch Madsen

IT Support

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