MANUAL

- HOW TO UPLOAD ON BYNDER
**STEP 1:** Log in on Bynder

**STEP 2:** Select the upload button

**STEP 3:** Select the files you want to upload

Watch out:

1) Make sure the file has the correct name (see naming convention)
2) Upload all assets you want to relate at once to save time
**STEP 4:** Fill in all information

1) Select the **BRAND**

2) Select the right **COUNTRY**
3) Select the right **COUNTRY – TYPE OF ASSET**
   a. Contact your Alpro person in case of doubt!

4) Add **Tags**
   a. This will communicated by your Alpro contact person upfront
   b. Do not invent new tags, only use the ones already known by bynder
5) Add **Copywrite/Usage rights if applicable**
   
   a. Usage rights need to include: Channels, Geographic region and end date.
   
   b. For example: *Usage rights for TVC & Online – Europe, Russia and Latin America - until 1st of September 2020*

   ![Copyright]

   **STEP 5:** Send in for approval

   **Watch out:** please inform your contact person you uploaded the assets. They will not automatically get notified to approve the upload and they will get stuck in the waiting room.