



VIVA CON AGUA
MOÇAMBIQUE

SUCCESS STORY



VIVA CON AGUA
SANKT PAULI

ÁGUA
É
VIDA.

@pixx!o





The challenge

- 1 Simplified image search
- 2 Efficient workflow

About Viva con Agua de St. Pauli e.V.

Viva con Agua is a network of organizations and people that advocates accessibility to clean drinking water for every human worldwide. For that reason, they implement so-called WASH (water - sanitary - hygiene) projects. Initially founded by former St. Pauli soccer player Benjamin Adrion, the organization is known for global campaigns supported by over 10000 volunteers in the past couple of years.

 Non-profit organization

 20 employees

 Hamburg, Germany

 Founded 2006

*With pixx.io Viva con Agua
manages media smoothly,
efficiently, and effectively.*



The starting point

“It was essential to Viva con Agua to portray their work within their development cooperation differently from the start. Many organizations still use images that strongly focus on hardships, whereas we employ a more positive approach. Our goal is to direct attention to the joyful, colorful, and positive sides to show how much potential change exists. Therefore, it’s vital to convey that in our images and campaigns precisely. „Imagery and photos are our core element,” explains Micha Gab, advisor for online marketing, Viva con Agua.

„Before switching over to pixx.io, we worked with folder structures, transferred them to Dropbox, and attempted to do filing management ourselves. Still, we never had an overview of our media, which was frustrating. Employees often had difficulties finding specific photos with the many images we handle - especially if image search and research weren’t their usual tasks.” The organization quickly realized that it needed to start looking for an image management solution. „Honestly, we’ve needed a solution for a long time,” Micha smiles.

VIVA CON AGUA

Medien Lightbox Kollektionen Einstellungen Upload

Kollektionen 37 / 37 Kollektionen

Kollektion suchen... SUCHEN

Liste extern geteilter Kollektionen

Sortieren nach: Datum

VcA Homepage_Mineralwasser
Micha Gab
16 Dateien

Viva con Agua Homepage_Foto
Micha Gab
127 Dateien

VcA Fotoplattform
Micha Gab
339 Dateien

VcA WASH Gesamt
Micha Gab
858 Dateien

VcA Inlandsprojekte gesamt
Micha Gab
216 Dateien

VcA Produkte
Micha Gab
5 Dateien

VIVA CON AGUA

Medien Lightbox Kollektionen Einstellungen Upload

Medien 550 / 9.806 Dateien

Bilder und Dateien suchen... SUCHEN

Kategorien Filter

Ausgewählte Stufe 2 Sortieren nach: Upload

The solution

„Simplifying image search is important to us,“ Micha explains regarding Viva con Agua’s expectations of pixx.io. „We want to provide our employees with a photo selection that finds a needed motif relatively easily and effectively.“ That’s what pixx.io is all about! The software automatically assigns keywords to the media during upload, or you can individually set custom keywords. Also included in the system is deposited metadata. Thanks to the intelligent pixx.io search function, all files can be retrieved and filtered within seconds, independent of location. This practical feature allows users in the communications and marketing team to gain smooth access to the software, be it in the office or on the road! „Employees from the communications team use the pixx.io app, which gets them quick access on their work phones if needed for social media.“

Next to the keyword search, Viva con Agua’s favorite features include the plugin for WordPress and Adobe. „Our graphic designer was thrilled after finding out there was a plugin for Adobe. It makes her work so much easier and speeds up the entire workflow,“ explains Micha. „pixx.io is a great tool that now lets us work with

photos effectively.“ Additionally, it saves us an incredible amount of time and allows us to work in various locations. pixx.io also offers an excellent overview of images in its search functions, mainly because employees also get suggestions. So, if someone from our organization is looking for a particular photo, and a different, more suitable image then pops up through the search function, that’s great!“



“pixx.io is clear, intuitive, and easily understandable - all my colleagues would vouch for that.”

Micha Gab
Marketing & Communication

About pixx.io

pixx.io's media space is the one place for all your images, graphics, videos, audio files, licenses, feedbacks, and authorization processes. Be ready to quickly and easily organize and share any files you need.

pixx.io's H.U.L.A. search (highly usable, less annoying) makes sure you find your files in seconds with filters, autocomplete search and direct access to your most frequently used files. Plus, with integrated license management and flexible user permissions, you'll always be on the safe side. You decide who has access to your files and features. pixx.io enables smooth and secure collaboration with colleagues, internal teams, freelancers, agencies, or third parties because, with us, sharing is easy. You can share either individual content or entire collections with just a few clicks. And what's more, you ask? You can use all these features while you sit back and relax.

pixx.io is just the thing you were looking for and offers all the features you need. So if you're ready to find some peace of mind and organize your file clutter: pixx.io is the way to go!



We've made you curious, and you want to try pixx.io? Find more information on our website or register for free and without commitment in just a few clicks. If you have any questions, please do not hesitate to contact us at any time!

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www.pixx.io