

# Google Cloud and Philips Collaborate to Drive Consumer Marketing Innovation and Transform Digital Asset Management with AI

*Google Cloud helps streamline marketing processes, enhancing brand consistency and reducing operational costs*

AMSTERDAM and SUNNYVALE, Calif., May 14, 2025 /PRNewswire/ -- Google Cloud today announced a collaboration with the Philips Personal Health Business to modernize its global image library and content marketing systems. Leveraging Google Cloud's Vertex AI platform, Philips has developed a solution that enables asset management with unprecedented speed and scale, significantly reducing operational costs, enhancing brand consistency, and accelerating marketing agility.

Philips needed a better way to manage visual consistency across its broad product portfolio and growing digital presence. With thousands of marketing assets across its portfolio, the existing process was complex, time-intensive, and hard to scale. However, with Google Cloud's Vertex AI and advanced models from Model Garden, it successfully processed and matched over 200,000 images into 8,000 unique, brand-aligned assets in a matter of hours. This process eliminated duplicates and outdated visuals, drastically simplified asset governance, and ensured consistent brand representation.

"Powered by Google's AI, this breakthrough in asset management is transforming how we work," said Claudia Calori, Head of Marketing Excellence, Personal Health at Philips. "Through our partnership with Google Cloud, we're ensuring brand consistency, compliance and accuracy while helping increase efficiency in our operations to re-invest our time and attention on accelerating true innovation, and building deeper, more meaningful connections with our consumers. We see tremendous strategic potential in this technology, and we're excited to shape the future of content management."

The solution achieves this remarkable speed and accuracy thanks to a custom algorithm that recognizes visual structure and similarity – even when images have been cropped, resized, or reformatted. This advanced approach not only solves current challenges but also lays the groundwork for future automation and scalable asset operations. This innovation marks a major leap forward for Philips' asset lifecycle management strategy, ensuring that consumers always encounter the latest product visuals and messaging. By using advanced visual matching, Philips can refresh touchpoints faster, limit compliance risk, and maximize the impact of current and new assets.

"This strategic collaboration with Philips leverages Google Cloud's advanced AI capabilities to fundamentally transform its content management approach. We're not just improving workflows; we're enabling Philips to set new industry benchmarks for operational efficiency, marketing innovation, and the scalable deployment of digital assets," says Joost Smit, Head of Google Cloud, Benelux.

Beyond simply streamlining the content lifecycle process, this innovative solution unlocks significant new marketing opportunities for Philips, including accelerating A/B testing through rapid visual similarity searches, supporting campaign managers with curated, up-to-date asset selections, and reducing the manual burden of asset governance across multiple channels.

## About Royal Philips

Royal Philips (NYSE: PHG, AEX: PHIA) is a leading health technology company focused on improving people's health and well-being through meaningful innovation. Philips' patient- and people-centric innovation leverages advanced technology and deep clinical and consumer insights to deliver personal health solutions for consumers and professional health solutions for healthcare providers and their patients in the hospital and the home.

Headquartered in the Netherlands, the company is a leader in diagnostic imaging, ultrasound, image-guided therapy, monitoring and enterprise informatics, as well as in personal health. Philips generated 2024 sales of EUR 18 billion and employs approximately 67,200 employees with sales and services in more than 100 countries. News about Philips can be found at [www.philips.com/newscenter](https://www.philips.com/newscenter).

## About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated, and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models, and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

SOURCE Google Cloud

For further information: [press@google.com](mailto:press@google.com)

---

<https://www.googlecloudpresscorner.com/2025-05-14-Google-Cloud-and-Philips-Collaborate-to-Drive-Consumer-Marketing-Innovation-and-Transform-Digital-Asset-Management-with-AI>