



## Why you need to control your brand and marketing processes

### An Marketing Resource Management Whitepaper

"The future of brands is, in many ways, the future of business. Well-managed brands are the most efficient and effective creators of sustainable wealth."

Richard Cordiner, Planning Director, Leo Burnett

Marketing has changed beyond recognition in the last few years. The digitalization of everything has increased the channels that marketers must pay attention to and brought about a new era of content marketing. The digital age has also increased globalization, making the world a smaller place and increasing the number of markets we are able to sell to.

Digitalization and globalization have also increased the complexity of marketing. It's now more important than ever before to promote a strong brand with clear and consistent messaging to all your channels and touch points. And it is almost impossible to do this without ensuring that your marketing operations and marketing processes are in place.

This whitepaper will explain what Marketing Resource Management technology is, how it can benefit your business and help you to promote a strong brand with clear and consistent messaging to all your channels, touch points and markets.

### A Strong Brand Image and Consistent Messaging is Crucial

Brand is a key intangible business asset. Companies attribute increasing amounts of their value and performance to their brands. For example, in the 1980s a Fortune 500 company's value was made up of approximately 75% tangible assets. Company value today is made up of as much as 80% **intangible** assets, such as brand.

Brand is a key differentiator and driver of sales. Consumers aren't loyal to products they are loyal to brands and a strong brand helps to encourage trust and confidence in your product. Brand is what gives your business personality and identity and is what creates a relationship with consumers. In addition, strong brands are able to charge a premium for their products and services.

None of this is achievable, however, unless a brand is consistent in its messaging and marketing across every channel, touch point and market.

"Perhaps the most salient factor for the most successful brands is the promise of consistent quality. Whether it's a business or a consumer making a purchasing decision, they want to be sure in the world of endless choice that their decision is the right one."

Rosi McMurray, Executive Director of Strategy, The Brand Union

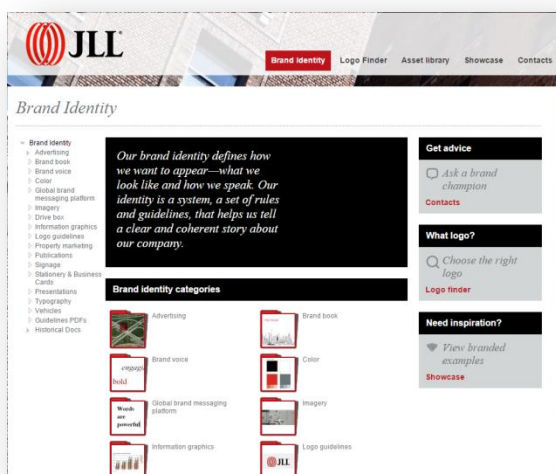
## Example

Coca-Cola's brand is worth \$73 billion and they are able to charge a 112% premium for their products because of their clear and consistent brand message that is communicated to all touch points and channels globally. This demonstrates just how important a strong and consistent brand image is.

## How do you achieve a strong and consistent brand image?

It's easy to understand the importance of a consistent brand image the difficult bit is executing and putting the correct processes and operations in place to achieve it.

One way to think about a brand is by visualizing an iceberg. 10% of the iceberg is visible above the water. This is the brand messages seen by consumers. There is another 90% of the iceberg that is invisible below the water. This 90% is everything that has to happen for these clear and consistent messages to be created and managed. 90% is bigger than 10% but often times the balance is out of sync and we focus more on making a beautiful brand and beautiful campaigns than ensuring the processes and people are in place to properly execute the campaign. The 10% almost falls into place when the 90% is given priority.



## What is MRM?

So how do you manage all your marketing processes and operations for all your different channels, touch points and markets while ensuring a consistent brand? A great way to start is by implementing a Marketing Resource Management system.

Marketing Resource Management also known by the acronym MRM and is the name for software that supports the business function that is Marketing Operations. Marketing Operations are the teams within marketing that ensure the right people, processes and technologies are in place to support marketing activities, ensure the proper execution of these activities and improve marketing effectiveness. The growth in globalization, digitalization and the increase in media channels has increased the need for strong marketing operations within organizations.

Alongside this growth in the marketing operations function has been the emergence of marketing technology to automate certain processes. In fact, industry analysts Gardner have estimated that by 2017 the Chief Marketing Officer will spend more money on technology the Chief IT Officer.

MRM software aids in the planning, production, sharing and distribution of marketing materials. MRM solutions do not provide the tools to automate the execution of campaigns, or provide analytics around campaign performances.

## Example

Tata Motors bought Jaguar and Land Rover from Ford for \$2.56 billion in 2008. They weren't just buying the factories, raw materials and employees; they were buying the brands, which were worth more than all the other factors combined.

## The Solution

Brandworkz's Marketing Resource Management software is used by marketing teams to help manage marketing processes, share marketing materials and brand assets, and automate the production of marketing collateral.

The main advantage of a Marketing Resource Management system is that it solves many of the main marketing operations problems faced by marketing teams today such as how to:

- Ensure brand consistency
- Reduce communications time to market
- Manage digital assets so they can be used (and reused) more efficiently
- Improve employee productivity and free up time to work on strategic rather than low level tasks
- Reduce spending on inefficient or ineffective work
- Automate and reduce the complexity of approval processes
- Align marketing communications with overall brand or corporate marketing goals
- Reuse marketing material from other regions

## How can Brandworkz help you?

Brandworkz empowers any of your 3<sup>rd</sup> parties, including, sales, marketing and agency partners, distributors, press and media partners, etc. by giving them a self-service platform where they have access to the materials and processes they need to create marketing content.

This reduces the amount of admin for central marketing because they can manage or automate the marketing production processes, approval of collateral, store and distribute marketing assets, re-use existing collateral, and gather reports on all these areas.



## Example

Nike has used the same brand slogan, Just Do It, since the 1980s. They have been able to boost their share of the sports shoe market from 18% to 43% and from \$877 million in sales to \$9.2 billion.

### Modules used

Brandworkz is a modular MRM system, meaning you can pick and choose the modules you want in your system. This completely customizes the system to best fit your needs, but at an affordable cost as there is no need for bespoke development. The modules associated with MRM are as follows:

- a. **Workflow** allows you to manage all the marketing production processes, allowing the appropriate people to update, progress and view all the planned collateral.
- b. **Approval** allows for the approval of collateral that is currently being worked on in the workflow. When the artwork is approved it is then uploaded into the system, but can be rejected and notated for further review.
- c. **DAM** (Digital Asset Management) acts as the engine of the software allowing for the storage of all marketing assets such as images, videos, documents, marketing materials and logos. Permissions can be set to ensure the right people see only the assets they need access to.
- d. **Showcase** does just what the name suggests in that it showcases best practice encouraging the re-use of existing collateral from other regions and markets.
- e. **Web to Print** allows for the ability to localise artwork from dynamic templates (web-to-print). For example, you could localize the content from the showcase module. There are also widgets or features for ordering print or stock items letting everything be done in one system.
- f. **Brand Guidelines** strengthen your brand by making them available to all users in just a few clicks. System admins can also make changes to them directly in the system by means of an inbuilt Content Management System.
- g. **Reporting** on all the features in the MRM system, including marketing efficiency, making it the basis for marketing effectiveness. Our CMIS integration talks with all your other platforms and with the use of our advanced reporting you can measure the effectiveness of all your marketing campaigns from start to finish.

## Case Study

Transitions Optical was suffering from a serious lack of brand consistency and the marketing team was overwhelmed with requests. Transitions needed a solution that would give decentralised teams autonomy without losing brand consistency. Within the first six months of implementing Brandworkz MRM, Transitions Optical saw an increase in productivity, more control of their brand, and decreased requests to the central team. Plus \$500,000 savings in year 1.

### Return on Investment

By improving your marketing operations, brand messaging will be clearer, external communications stronger and most importantly you will achieve a more consistent brand. Some of the benefits you will see are as follows.

#### a. Better Brand Consistency

A Brandworkz MRM system features our [digital asset management module](#) which is a central resource for images, videos, documents, marketing materials, campaigns and presentations meaning users have access to the most up to date, approved and compliant materials.

#### b. Reduced costs

A marketing department spends an average of 6% of budget on the recreation and repurchase of images or marketing materials. Using web-to-print templates to localise frequently-used collateral encourages re-use of work and lowers costs dramatically. Some of our clients have seen as much as \$500,000 saved.

Brandworkz has created a Return on Investment (ROI) calculator which predicts the savings you could see using the system. Broken down into specific core activities, you will see how much you could save on your brand management costs using Brandworkz.

Whether these tasks are searching and distributing brand assets, updating brand guidelines or localising marketing artworks, variable fields in the ROI calculator allow the user to input their own information to receive as accurate an indication of savings as possible.

As a guide, the figure in year one is typically five to ten times your investment in Brandworkz.

#### c. Quicker time to market

The marketing production process of approving collateral can be automated and managed on-line in the system, reducing the need for meetings or the confusion involved in approving multiple copies and then collating multiple responses.

#### d. Higher Productivity

Low-level admin tasks are reduced because people searching for information or assets go direct to the Brandworkz system, and other tasks are automated, increasing marketing productivity by up to 20%.

Brandworkz is a comprehensive Marketing Resource Management system and is a key factor in building successful and high value brands. Our Return on Investment Calculator will help you visualise the savings and efficiencies you could see with Brandworkz.

## Conclusion

Marketing Resource Management helps to promote brand consistency while ensuring you can deliver all the correct materials and campaigns to all your markets, touch points and channels around the world.

[Contact us now](#) and we will help you put together a business case for implementing Marketing Resource Management technology in your business.

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