



# MARKETING CONSISTENCY

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How to deliver brand consistent marketing  
content in multiple digital channels



brandworkz®

*“The business model of the digital age is one-word equity for brands. That word being the one that a company wants associated with their brand.”*

Maurice Saatchi

# MARKETING CONSISTENCY

Marketing is changing. Because customer behaviour is changing. Marketers are working to understand how they should adapt to meet customer needs and what this means for their businesses.

New ways of understanding and interacting with customers represent an opportunity to marketers. With that comes the challenge of how to manage and distribute the content required to engage customers in the right channels.

In this white paper we explore how brand management software can help brands ensure that their marketing content is always brand consistent, regardless of media channel. This leads to stronger communications, more engaged customers and ultimately higher brand value.

Here at Brandworkz, we believe that consistent marketing and good brand management are the key drivers of sustainable differentiation, sales and ultimately brand value.

*“Digitisation is going to change our industry. It is shifting from a transactional approach to an outcomes-based approach. Transactional means, for example, just selling a pill. An outcome approach focuses on delivering a positive patient outcome, of which that pill is one piece.”*

Joseph Jimenez, CEO of Novartis

# BRAND BUILDING AND THE CUSTOMER EXPERIENCE

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Brand building in marketing is all about managing the customer experience. Whether that is through your products, packaging, price, advertising communications, website, email marketing or sales personnel. Each time a customer interacts with your brand, that experience defines who you are, how you operate, and how you're different from your competitors. The messages and imagery in these

interactions have to be managed consistently.

With consistent messaging, potential customers are more aware of any advantage you have over your competitors. With control through brand management technology, your global message and clear communication will be consistent, even when local markets or third parties create materials.

Each customer interaction and experience defines who you are

Consistent messaging makes customers more aware of your advantages

## CASE STUDY

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Our client, pharmaceutical company Pfizer, recognised that creating a great customer experience is critical to its success. It achieved this through its brand-aware internal teams, network of field-representatives and technical specialists.

Using their brand management software platform, teams are fully educated into the brand and its values. The same platform gives them access to accurate, brand compliant materials anywhere, creating real differentiation from their competitors.



# THE COMPLEXITY OF MARKETING AND BRANDING

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Marketers spend 35% of their time searching for assets

Marketing is becoming harder. There are increasing channels to communicate in and, through globalisation, more markets and languages to compete in. The result is an exponentially expanding number of marketing assets, such as logos, images, brand guidelines, positioning documents and marketing materials to manage.

The proliferation of marketing channels is great for creating engagement with customers but causes headaches for marketing managers trying to manage brand assets, protect their brands and ensure a unified message.

This can often lead to marketing production and brand management issues. Disjointed file management and manual processes for searching and distributing marketing materials lead to ad-hoc, inefficient processes.

A large percentage of global businesses today still store their digital assets on an FTP server, or worse, on individual hard drives, hugely reducing efficiency and meaning the opportunity for error is hugely increased.

In fact, according to research by Glenster, the average marketer without brand management technology will spend 35% of their time searching for assets.

And it is not unusual for companies to re-commission and reorder up to 10% of their images and assets which already exist because they cannot locate them or don't know of their existence. Millions of dollars each year can be saved in employee productivity and asset reuse if a brand management system is used.



# THE IMPORTANCE OF CONSISTENCY

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Keeping track of a global brand across a myriad of communication channels is key to maintaining its strength, which translates into customer acceptance and ultimately sales.

Brand consistency is vital to a business because it builds recognition which consumers use to evaluate their purchase decisions. Consistency also brings clarity which consumers trust.

When consumers trust your brand they become loyal. And what everyone wants is loyal customers.

Achieving consistency can also be tough, and expensive, when processes for managing, creating and approving artwork are chaotic, particularly if you have many stakeholders like design, communications and advertising agencies, third party vendors, franchisees, global offices and internal departments requesting and using brand assets in many different channels.

Using a brand management platform is proven to strengthen brand consistency and improve internal processes.



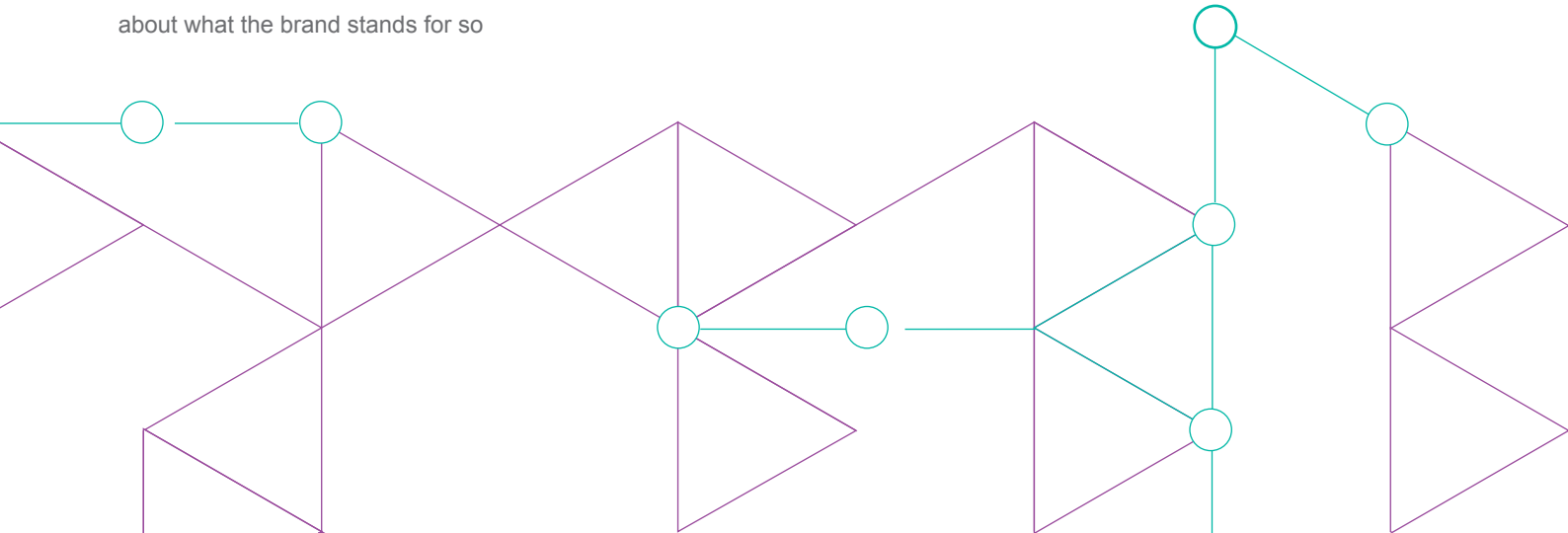
When consumers trust your brand they become loyal

## CASE STUDY

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Our client Transitions Optical strives for consistency of brand and clarity of message in every channel. They use a brand management software platform designed to educate internal users, as well as external agencies, about what the brand stands for so

they can communicate accurately across channels. The platform also gives instant access to the images, photography, videos and marketing content they need to create engagement with their customers.



# HOW TO SOLVE THE PROBLEM OF MANAGING CONTENT IN MULTIPLE CHANNELS

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The first step is to put in place a robust marketing process in order to create and manage multiple variations of marketing content being distributed in multiple channels. The second is to implement an online brand management platform which can automate much of your marketing processes.

A brand management platform makes the brand, its assets, and everything associated with communicating it's meaning available to those responsible for building that brand. It is equally important for communications and marketing departments to understand how to express a brand and its messages as it is for every employee, supplier and external agency.

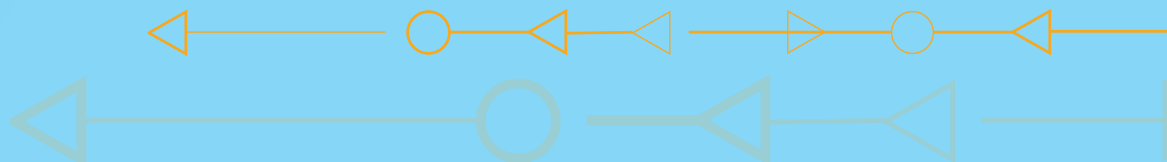
A brand management system offers simple yet powerful tools to help brands communicate seamlessly and consistently, whoever is doing it.

Internally, a new manager can make decisions quicker if she is taught and experiences the fundamental brand values and what they strive to achieve.

Externally, a marketing agency is empowered to produce better campaigns which truly further the product and company in the right way when it's crystal clear what the main differentiators are and the agency has easy access to all the right visual assets such as strategic positioning information, guidelines, logos, images and artworks.

A brand management system enables all parties to access and distribute the right brand materials at the right time to the right channels. They can produce engaging marketing communications consistent with the brand, to maximise impact in the market.

By integrating the tools for more efficient processes, significant results in brand consistency can be achieved. Putting all your marketing assets in a hosted brand management system, making your brand positioning documents available in the same system, and implementing Workflow and Web-to-Print technology is the first step in creating sustainable, cost effective brand management in multiple channels.



# WHAT MARKETERS SHOULD LOOK FOR IN A BRAND MANAGEMENT PLATFORM

**A good platform should enable you to:**

## **A. Explain and justify your 'Reason for Being'**

In a brand management platform your positioning documents, strategic communications documents, explanation of your 'Big Idea' are all available at the touch of a button to those who are making strategic business decisions or producing communications materials. The notion of a company having a Big Idea – a story behind why it exists and how this matters – is becoming increasingly important. Consumers don't just want products. They want to connect on an emotional and ethical level. People always look for ways to belong, and brands are increasingly important in playing this role.


By educating your internal teams in the brand vision and what this means for their individual job roles, you deliver a consistent brand and a consistent customer experience.

## **B. Ensure messaging and assets are communicated clearly and correctly**

A brand management platform makes your visual guidelines and tools accessible online; including key messaging points used in all the various output produced every day by sales, marketing, PR, corporate communications and other departments. This also includes logos, images, videos, templates, etc. – typically referred to as DAM – Digital Asset Management.

A good brand toolkit will ensure that brand assets can be automatically delivered in all the formats relevant to the need of the marketer. When everyone is using the same system and material all communication reinforces the same core points and consistency remains high.

Explain and justify your brand promise



Educating internal teams helps deliver a consistent brand

### **C. Create on-brand material at no or low cost**

Ensuring consistent marketing content is created accurately and used in the right channels can be managed using Workflow features. Structured and centralised briefings and processes for content approval can be automated to include compliance and legal teams, marketing, and other internal departments.

This guarantees no materials can be used externally until they had been signed off by the necessary teams.

By enhancing processes you empower your teams to deliver consistent brand communications and the right brand experience.

### **D. Manage marketing production sign-off processes with Workflow technology**

Ensuring consistent marketing content is used in the right channels can be managed using Workflow features.

Structured and centralised briefings, workflows and processes for content approval can be automated to include compliance and legal teams, marketing, and other internal departments. This ensures no marketing materials can be used externally until they had been signed off by the necessary teams. By enhancing marketing processes you empower your teams to deliver consistent brand communications.

### **E. Satisfy your IT, legal, compliance and regulatory teams**

In heavily regulated industries, regulatory teams must be brought on board before new processes or technology can be implemented. They will be looking for evidence that the software will increase compliance and strengthen processes.

For example, many businesses find themselves inadvertently using assets past their license expiry date because they cannot be disabled. A brand management system helps you avoid the risks and costs associated with lack

of brand asset control. Additionally, Workflow technology outlined above helps meeting stringent compliance regulations.

Most brand management systems are cloud-based, meaning no software needs to be installed on your internal servers. They are highly secure, so your IT team will be satisfied, and your users simply log on online with a username and password. That means they can only see or download what they are allowed to view.

A good platform will provide a robust reporting feature, giving you a digital audit trail of activity within the platform, so you can satisfy your regulation and security teams. In addition, a 'download reason report' will add transparency for auditing purposes. Administrators can track and manage where and why images, documents and campaigns are being downloaded and used. And end users remain brand compliant.





## CONCLUSION

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Putting a solid foundation in place through a brand management platform will help you create relationships with your customers

A brand management platform is a key factor in managing consistent marketing content in multiple digital channels. By achieving brand consistency and creating and maintaining a brand-driven company, you see higher customer engagement and a more successful

business. Putting a solid foundation in place through a brand management platform will help you create relationships with your customers in the right channels with relevant, high value, brand building behaviour and content.





# ABOUT BRANDWORKZ

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At Brandworkz we believe that it is possible to connect your whole workforce to your brand promise and by doing so to connect that brand promise to your consumers.

But there can be a disconnect in communication between internal teams within companies which means the brand promise sometimes doesn't get as far as the consumer and their brand experience is not consistent.



Brandworkz solves this problem by enabling businesses to:

**Promote & educate** by connecting internal teams to the brand promise.

**Share & distribute** the right content at the right time to connect with your consumers in multi-channels using industry-leading digital asset management.

**Govern & automate** by integrating and connecting your marketing software platforms together to enable consistent brand promotion.

Brandworkz is a brand management platform. It is the central hub of your marketing ecosystem that enables brand, marketing, customer service and any other internal teams to deliver a unified brand experience.



Brandworkz  
solves  
connectivity  
problems

For more information please go to [www.brandworkz.com](http://www.brandworkz.com), follow us @brandworkzworld or search 'Brandworkz' on LinkedIn.



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