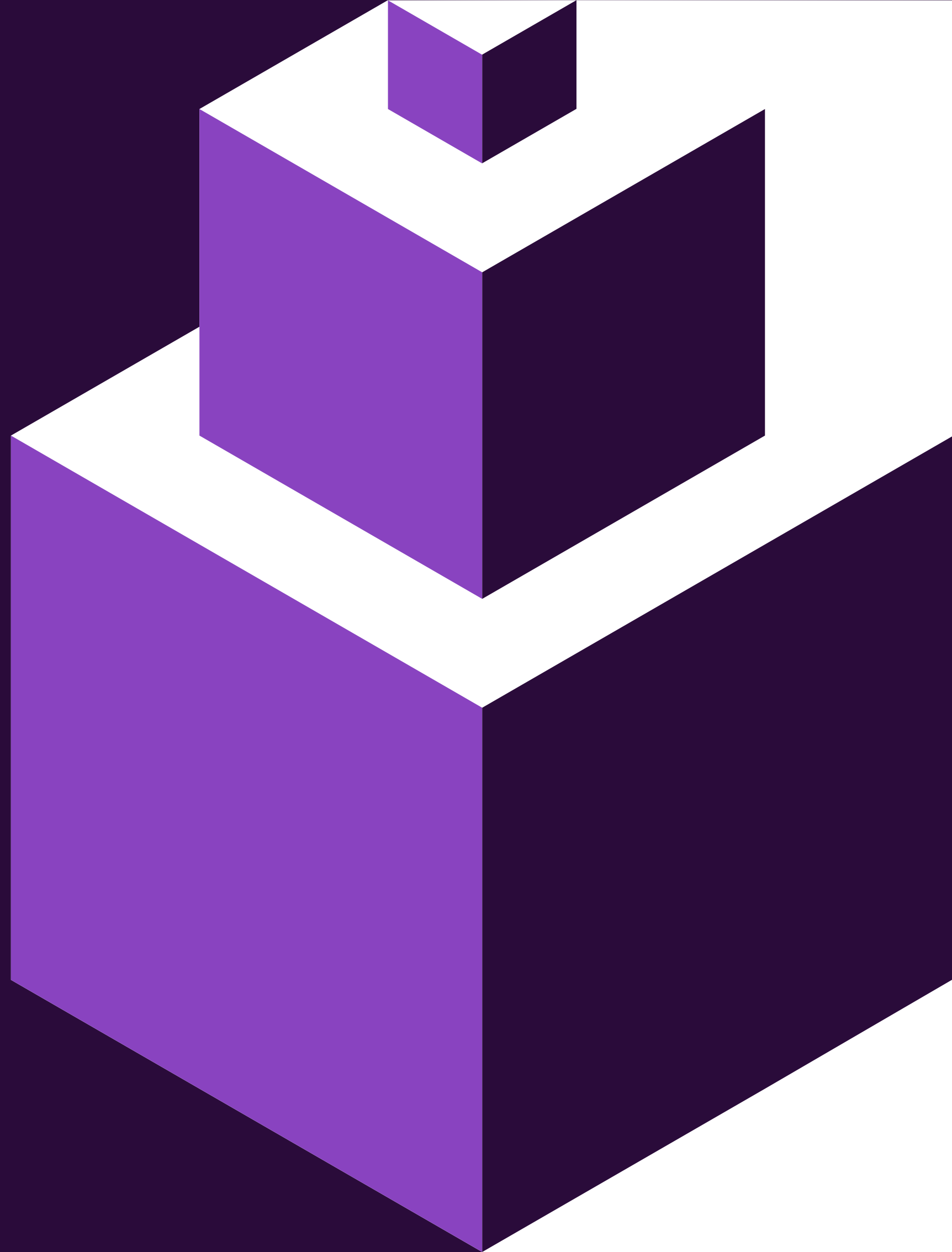


The business case for a brand management platform



Get value from brand management software

If you invest in your brand, you increase the value of your company.

A bold statement but an inherently true one.

In this white paper, we explore how brand management software can help brands integrate and implement their brand and communications, and ultimately grow their company value.

Brand value building through effective marketing and brand management

Coca-Cola charges a 112% premium over own-brand equivalents. This premium is possible based on the emotional response Coke generates in the consumer's mind, created through the company's clear, consistent marketing and branding activity. Almost 50% or \$73 billion of Coca-Cola's overall company value is currently attributed to its brand equity.

Over the past 25 years, there has been a massive shift towards company value being generated from intangibles. In the early eighties, the tangible assets (buildings, machinery, stock, etc.) of the top 500 US companies accounted for over 75% of total company value. Today they account for only 20%, meaning 80% of the value of the Fortune 500 is now made up of intangibles!

As brand value is a key intangible, this is a crucial insight - from both an investment and operational perspective:

- For brand owners, the focus on creating and sustaining brand messaging and marketing becomes a much smarter investment.

- For agencies comes the opportunity to showcase to clients how important it is to get the right partner that can focus on the quality and communication of the brand.

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

Brand building 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 and the messages and imagery in these interactions have to be managed consistently.

With good branding, 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.



“Any damn fool can put on a deal, but it takes a genius, faith and perseverance to create a brand.”

David Ogilvy

Marketing and branding is increasing in complexity

Job one is to create a strongly differentiated brand in the first place (if you haven't got this already). Let's face it, if your brand is weak, greater consistency will simply show more people in more places that you lack meaningful differentiation.

Managing brands 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 brand managers trying to manage brand assets, protect their brands and ensure a unified message.

This can often lead to marketing production and 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 increased.

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

Local markets creating their own 'homegrown', less effective materials hurts revenue and can cause bottlenecks if only one or two people have the brand knowledge to advise others or approve work. This is bad for business.

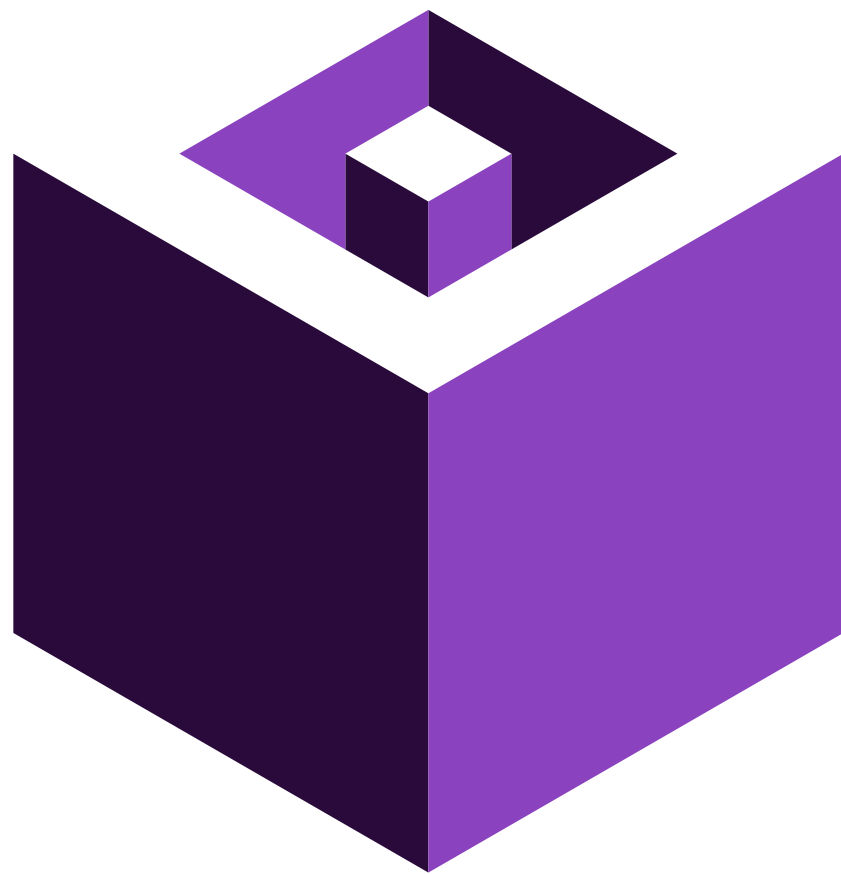
For example, it is not unusual for companies to re-commission and reorder up to 10% of their images and assets which already exist because they cannot locate them or don't know of their existence. Millions of dollars each year can be saved in employee productivity and asset reuse if a brand management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

In most cases, the cost benefits of improving marketing productivity are enough to justify the investment in a brand management platform. Adding searchable access to digital content could save yet more.



Our client JLL saved more than **10%** of their stock photography budget by centralising the procurement process and making the images available in their brand management system. Also, they have seen clearer communication and strengthened brand consistency as the images are now curated by the global brand director.

A good online brand management toolkit should enable you to:



01

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.

02

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 user. When everyone is using the same system and material all communication reinforces the same core points.

03

Create on-brand material at no or low cost

Recently, innovative technologies like Dynamic Templating and Web-to-Publish functionality allows employees, affiliates and licensees to customise and localise on-brand marketing collateral easily and effectively. These tools, supported by automated tutorials, best practices and Approval Workflow functionality, empowers you to save thousands of man-hours and can reduce on-brand asset creation costs by up to 80% overnight.



icebreaker Move to natural

Our client, \$100m outdoor clothing company Icebreaker, has seen an **80% take-up** of their Brand Management System by all users with 25,000 downloads a month. (The equivalent of two people’s jobs at around \$100,000 per year.) Ad hoc artwork requests from retailers have decreased ten-fold. And consistency has increased as marketing materials and in-store POS for each new season’s collection are now available for immediate download by retail outlets.



Return on investment

With Brandworkz, clients see ROI in three areas:

- Strategic improvements and revenue growth
- Cost reduction
- Cost avoidance

01

Strategic improvements and revenue growth

Clients see increased revenue through better marketing efficiency and higher employee productivity because marketing teams no longer spend so much of their time on manual admin tasks, such as asset searching and distribution, and can focus on strategic tasks. Understanding of brand guidelines and access to on-brand assets results in more consistent, on-brand verbal and visual messages.

Sharing of successful marketing materials or campaigns in Brandworkz means higher re-use of assets, less creation of local materials from scratch and less duplication of work. Overall our clients have seen reduced time to market by accelerating sales and partner enablement with toolkits,

how-to videos and templates, and through faster creation and approval of marketing artwork.

02

Cost Reduction

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. To try the *ROI calculator* for yourself, please contact neil.monahan@brandworkz.com.

03

Cost avoidance, security and compliance

Brandworkz avoids the risks and costs associated with lack of brand asset control. Many businesses find themselves inadvertently using assets past their license expiry date because they cannot be disabled. Also, a brand management

system minimises the risk of losing assets if your agency or printer goes down (e.g. liquidation or fire).

With Brandworkz there is less risk of leaking of sensitive and restricted assets because our granular permission-based system and security features restrict which users see what materials.

You will see a decrease in the purchasing of near-identical assets or images and a reduction in artworks which exist already being re-created by local markets. Print spends can be brought down by using a structured and centralised briefings, workflows and approval system and this also avoids costly production re-runs due to oversights in marketing material creation.



Dr. Martens' customers understand what the brand stands for and buy into it because brand management is one of Dr. Martens' many strengths and has resulted in it becoming one of the world's most loved and iconic British brands. Why? Because the brand is the same every time its customers interact with it, wherever that is. Messaging, imagery, identity, brand values - they are consistent wherever and whenever you see the brand; nothing is left to chance. Everything is controlled by Dr. Martens' brand management team and its brand agency partners.



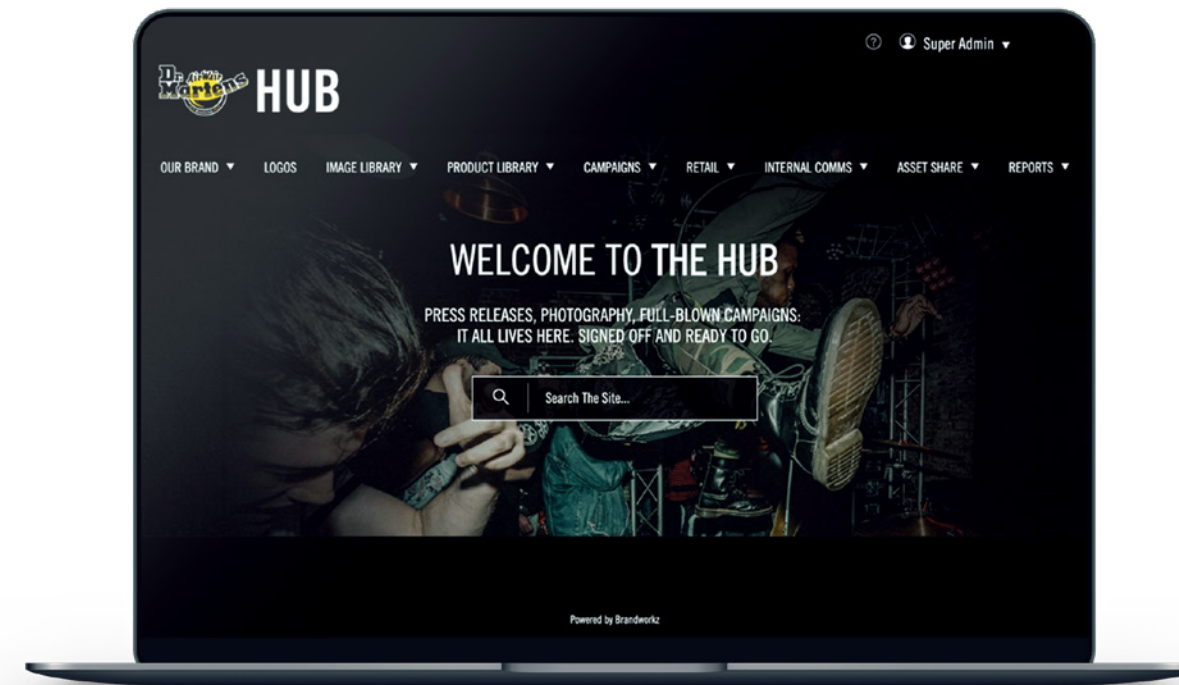


“Long-term brand equity and growth depends on our ability to successfully integrate and implement all elements of a comprehensive branding strategy.”

Timm F Crull

A brand management platform is a key factor in building successful and high-value brands.

By achieving brand consistency and creating and maintaining a brand-driven company, you see significant savings in time and budgets and generate additional company value. While doubling your company value through branding and marketing like Coca Cola may take a few years, putting a solid foundation and a brand management platform in place will help you towards the first 20% in months, not decades.



[Request a demo today](#)



About Brandworkz

Brandworkz is the award-winning cloud-based brand management platform that is specifically designed for marketers to help them maximise the value of their brand by delivering a strong, consistent brand everywhere.

Here at Brandworkz, we believe that the ultimate goal of every company should be to unite their whole workforce behind their brand promise. When brands achieve unity behind the brand promise, they can connect that promise to the customers and build true brand loyalty and value.

But this is a challenge for every company, no matter the size. There is often a disconnect in communication between internal teams, and as a result, sometimes

the brand promise does not get to the consumer. This results in inconsistent brand experiences that can damage the brand.

Brandworkz gives you the power to centralise and control the brand and its elements to improve brand consistency, increase brand value and ultimately grow the overall business value.

To find out more about how Brandworkz can help you, your marketing team and your brand please call Steve McGowan on 0207 288 9704, or drop him an email to steve.mcgowan@brandworkz.com.