

Brandworkz Brand Fitness Survey Q4 2019

We don't think you'd argue that to be truly effective, brands need to be used in the right way - day-in, day-out. Making sure that happens takes great Brand Management – day-in, day-out. It's an active, constantly moving process. The brands that do this best are what we call “Brand Fit”!

From our very name, it will come as no surprise that here at Brandworkz we are huge advocates for the vital role that Brand plays in driving business performance. We are also firm believers that to maximise Brand Value, organisations should ensure that everyone involved in the business is as actively engaged with their brand as possible.

That means not just educating employees (or partners) on the brand and its usage, but actively empowering them to use the brand and brand assets correctly as part

of their day-to-day. It also means helping to protect Brand Reputation by ensuring that challenges such as compliance are actively managed, and made easier from the start.

This summer, we asked 60 marketers from leading organisations (that have not trained with Brandworkz before) just how active the systems and processes that they use to manage their Brands currently are in our “Brand Fitness” survey.

These insights showed that there is still a long way to go for many businesses – more occasional runners than pro-athletes if you will! Take a look on the next page to see just how they performed

The good news is that although many of our respondents' current processes were not as fit as they could be, by getting the foundations right they could be beating the competition in no time.

Don't just take our word for it: there's plenty of research that points to how brands that play more active roles drive direct results for their business. A study by Booz Allen Hamilton and Woolf Olins for example found that 82% of brand-led companies outperformed their competitors. You can also take a look at the first in our “[Research Round-Up Series](#)” for more, or at our Marketers Guide to Brand Management.

Would your brand be fit enough to take on the Brand Triathlon: Control, Consistency and Collaboration? If you think it could with a bit of a boot camp - or you just want to put us through our paces - give us a call on +44 (0)20 7288 9700 or get in touch with us here, and we'd be happy to help.



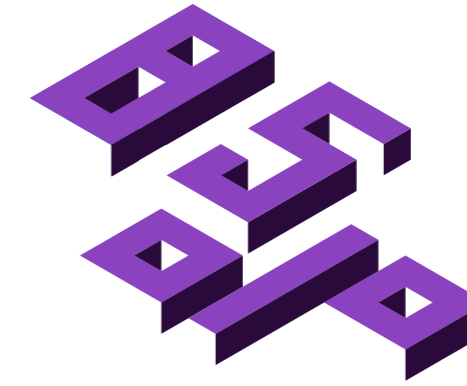
“Any damn fool can put on a deal, but it takes a genius, faith and perseverance to create a brand.”

David Ogilvy

Survey summary



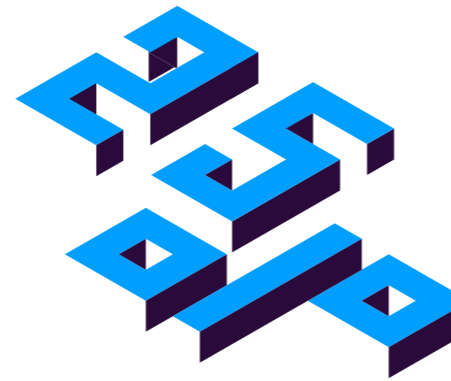
68% were not effectively using the brand portal as the “go-to” source for marketing



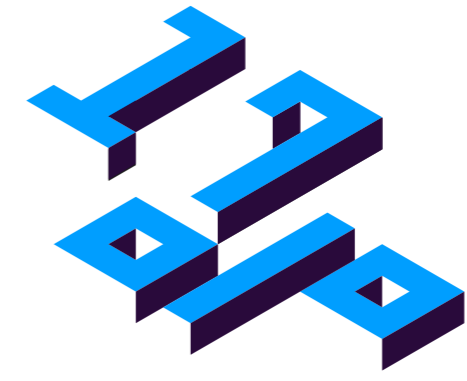
85% would not be able to see or track expired brand content



More than 50% could not create on-brand content from within their system



Only 25% were able to share and promote brand best practice on their system



Only 17% were able to access the right brand assets from their guidelines



78% were not able to manage dynamic brand content



45% were still managing requests for brand logos manually

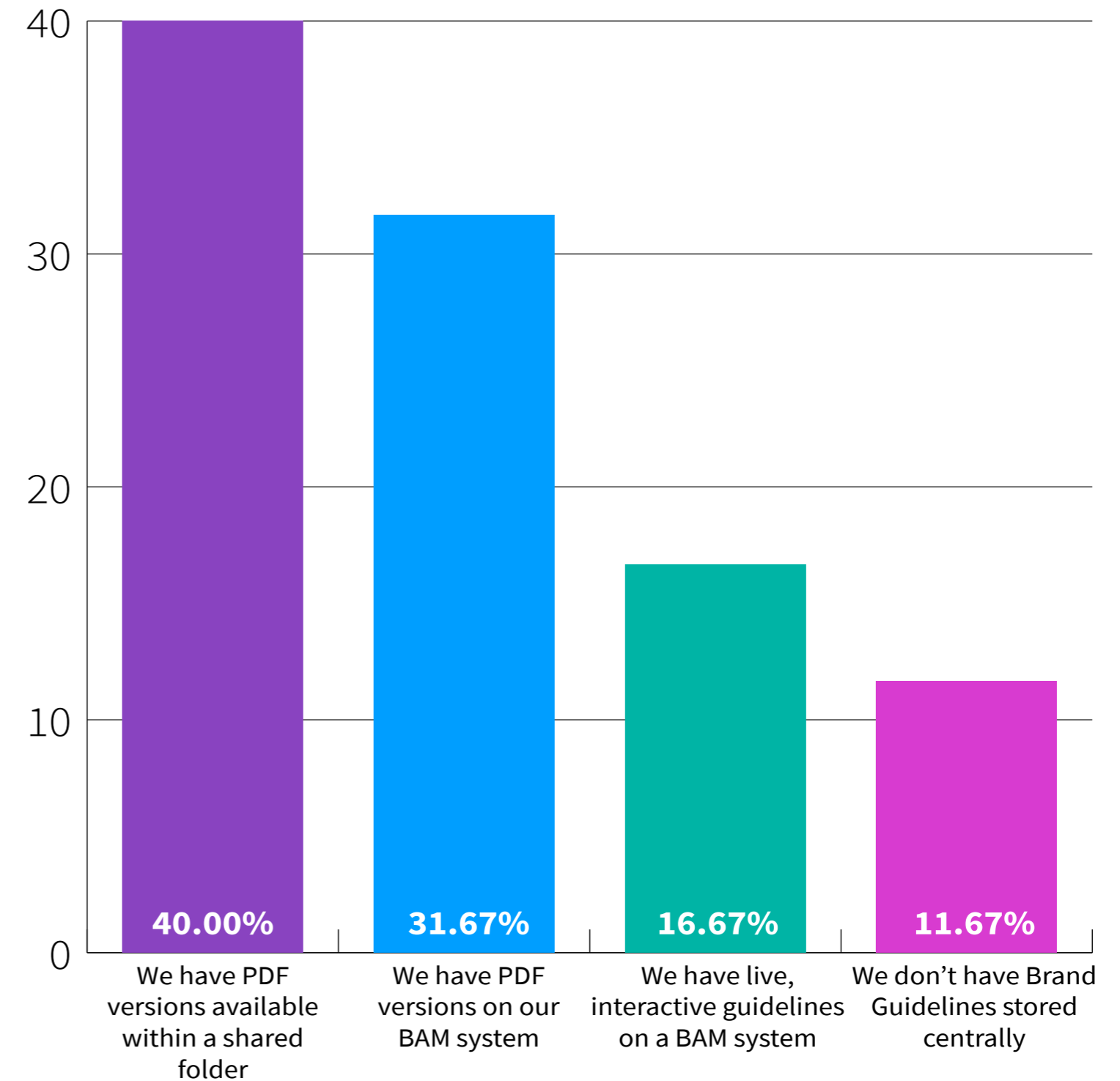


Over 80% said their brand management system did not actively help with regulatory compliance

Q1

How do you deliver your Brand Guidelines to internal & external teams?

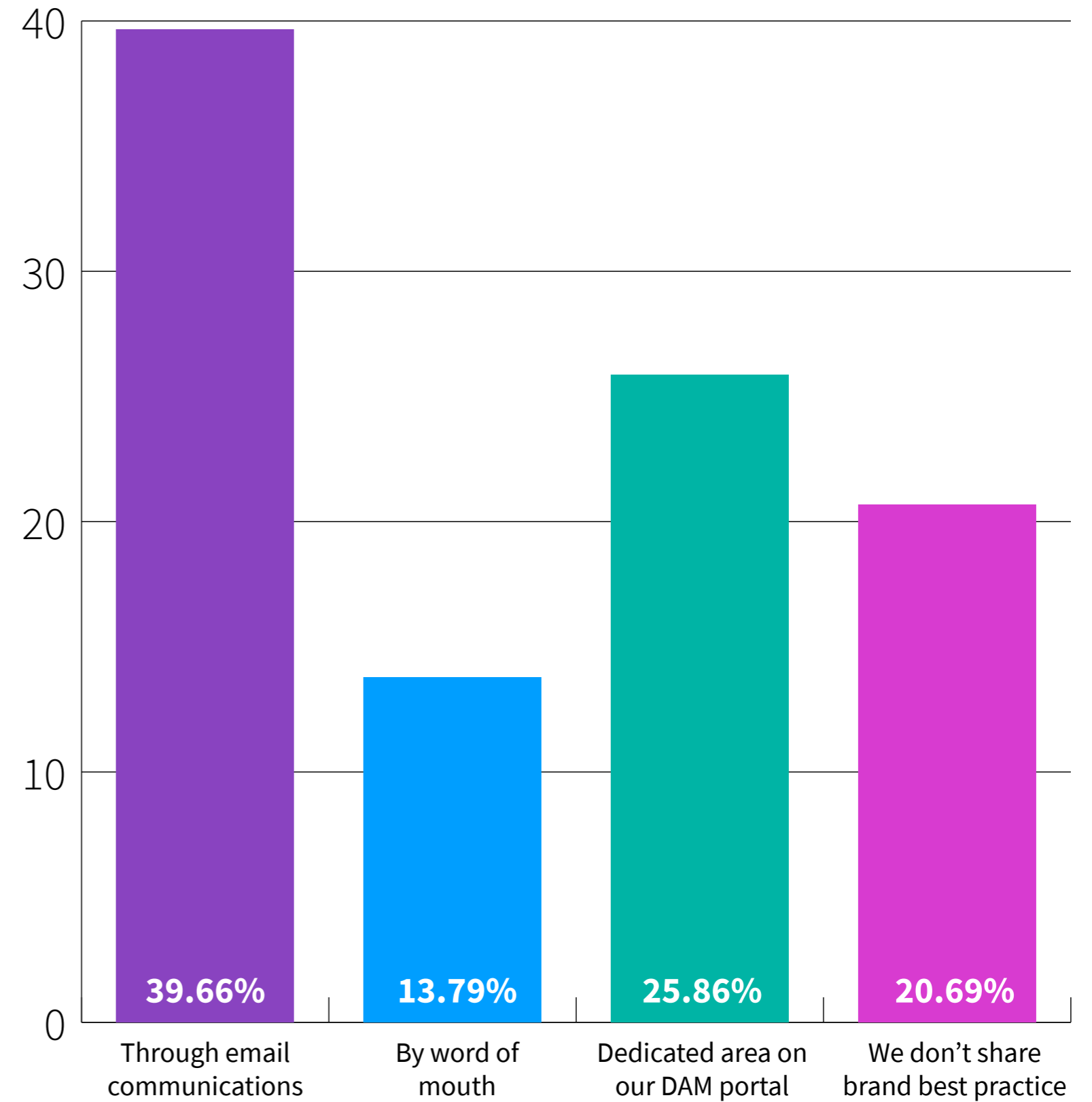
Answer choices	Responses
We have PDF versions of the guidelines available within a shared folder	40.00%
We have PDF versions of the guidelines on our DAM or BAM system	31.67%
We have live, interactive guidelines with direct links to assets and template examples on a DAM or BAM platform	16.67%
We don't have Brand Guidelines stored centrally, they have to be requested	11.67%
Total	100.00%



Q2

How do you showcase and share examples of best practice in Brand usage throughout your organisation?

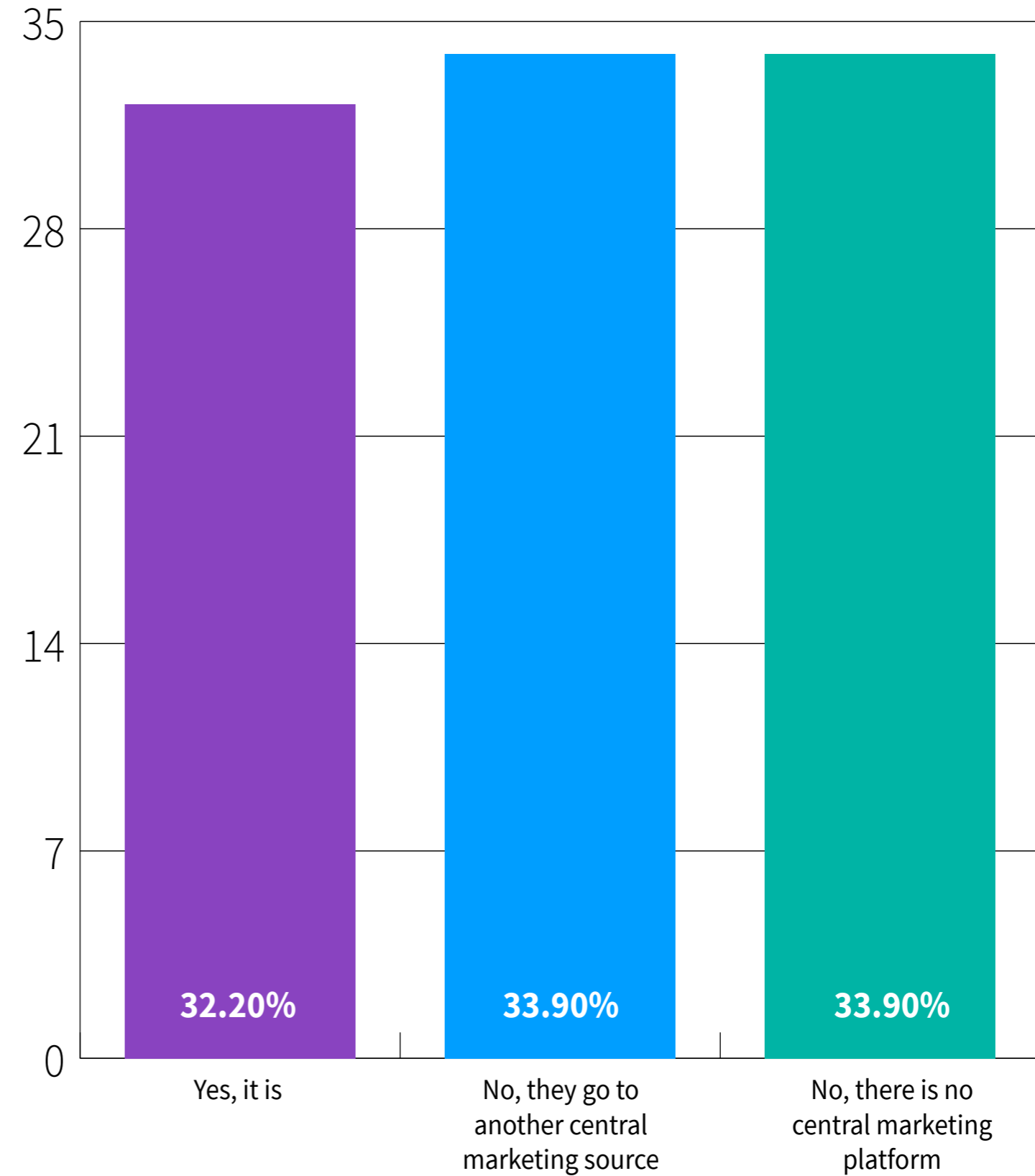
Answer choices	Responses
Through email communications	39.66%
By word of mouth	13.79%
Dedicated area on our DAM or BAM portal	25.86%
We don't share or showcase brand best practice	20.69%
Total	100.00%



Q3

Is your Digital/Brand Asset Management portal the first place that everyone in your organisation goes for all their marketing and brand needs?

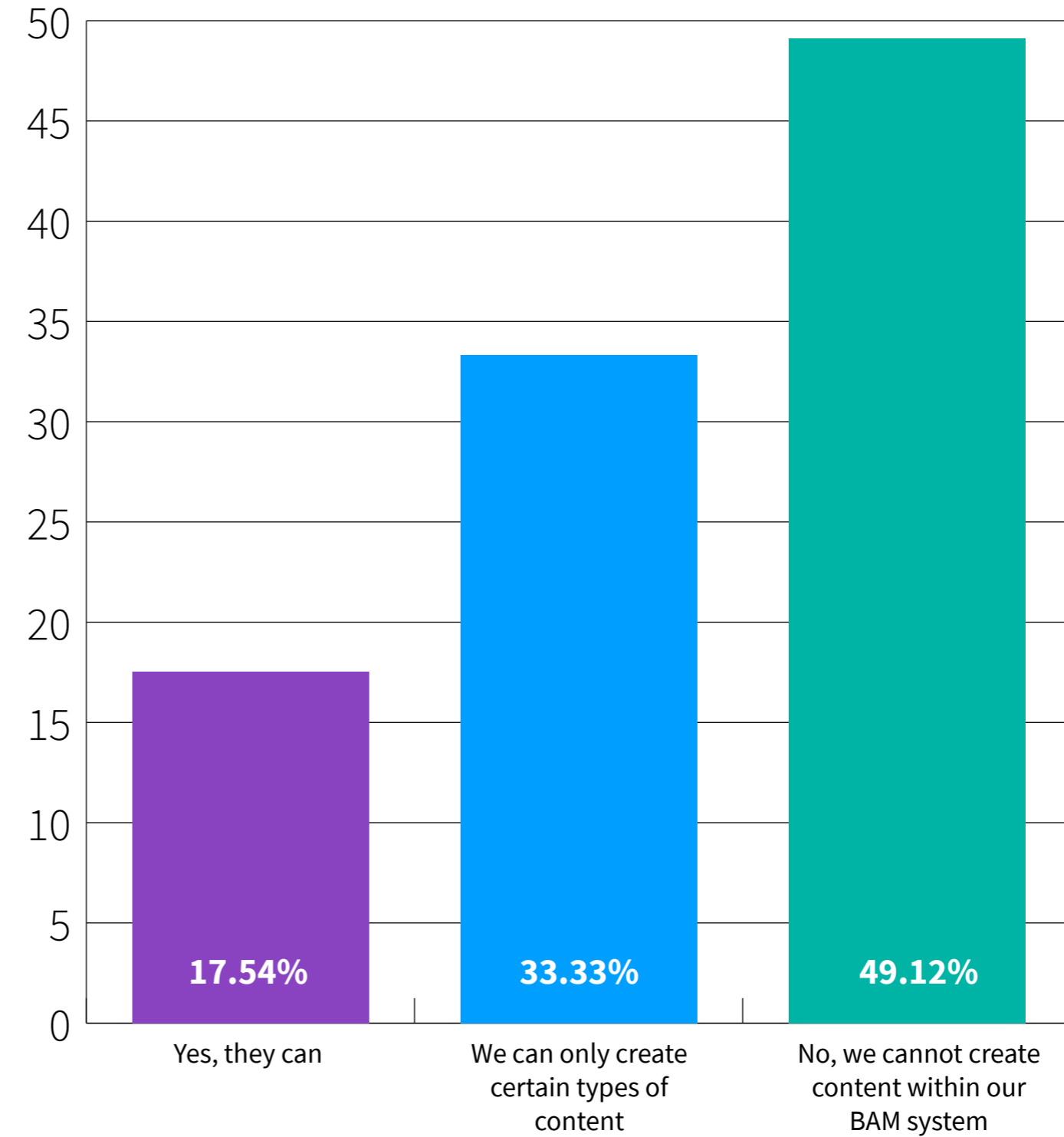
Answer choices	Responses
Yes, it is	32.20%
No, they go to another central marketing source	33.90%
No, there is no central marketing platform in our organisation	33.90%
Total	100.00%



Q4

Do your team use dynamic templates to create brand and marketing content or collateral directly from within your DAM or BAM system using your brand assets?

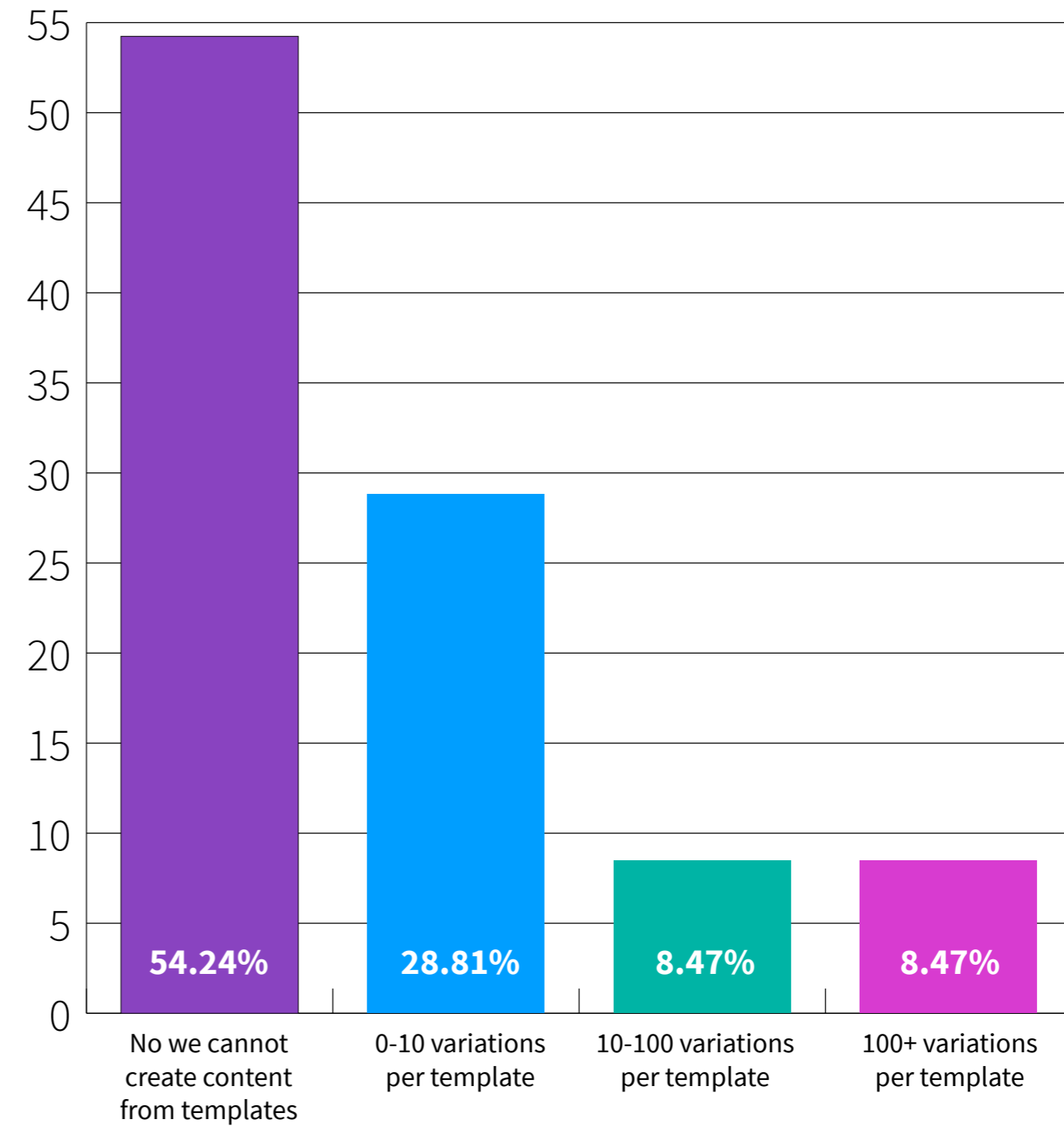
Answer choices	Responses
Yes, they can	17.54%
We can only create certain types of content	33.33%
No, we cannot create content within our DAM or BAM system	49.12 %
Total	100.00%



Q5

How many variations can you create from your template?

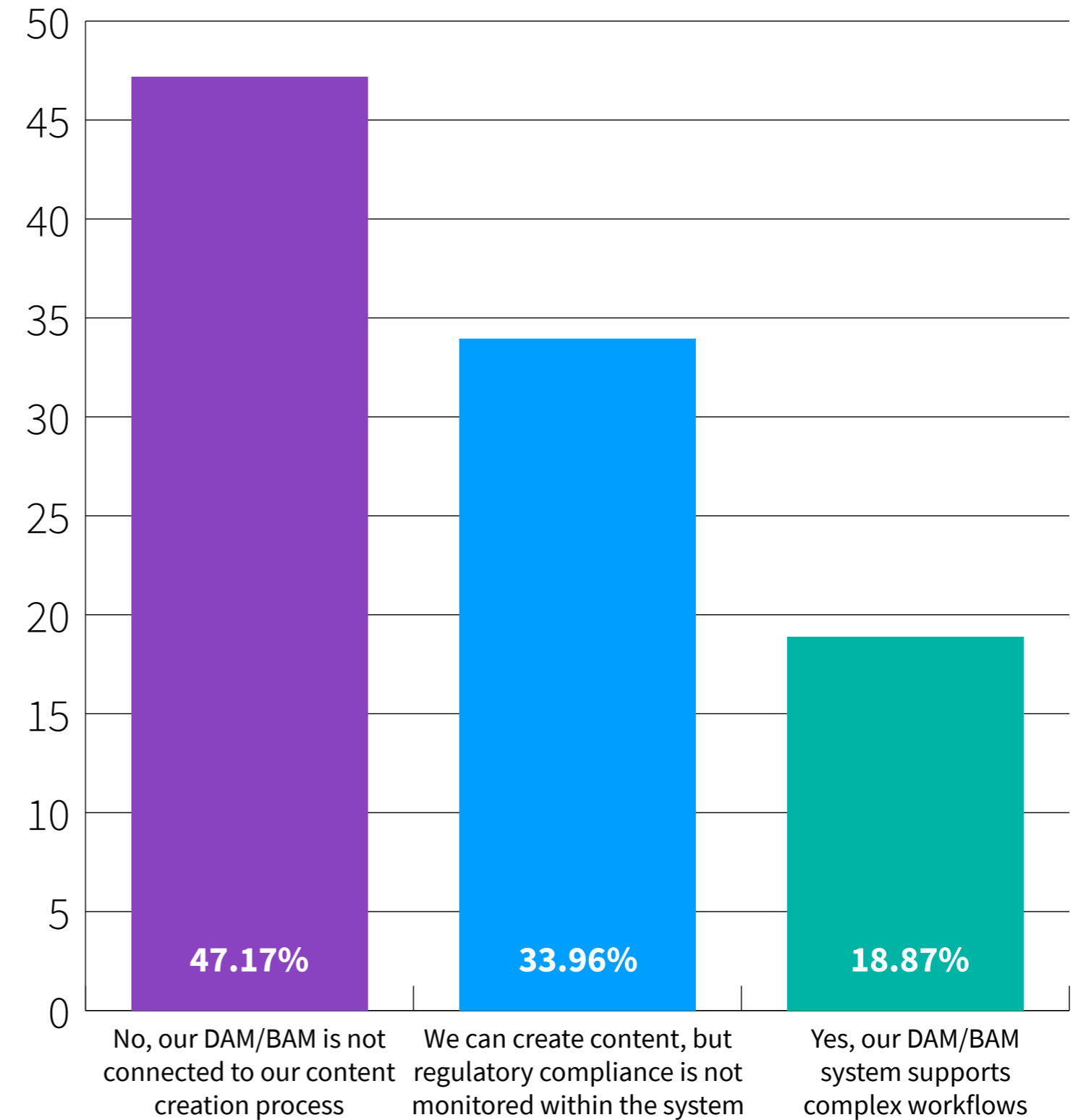
Answer choices	Responses
We cannot create content from templates within our DAM or BAM system	54.24%
0-10 variations per template	28.81%
10-100 variations per template	8.47%
100+ variations per template	8.47%
Total	100.00%



Q6

Is your DAM or BAM system used to help you remain compliant with both internal and industry regulations through the content creation process (as well as on-brand)?

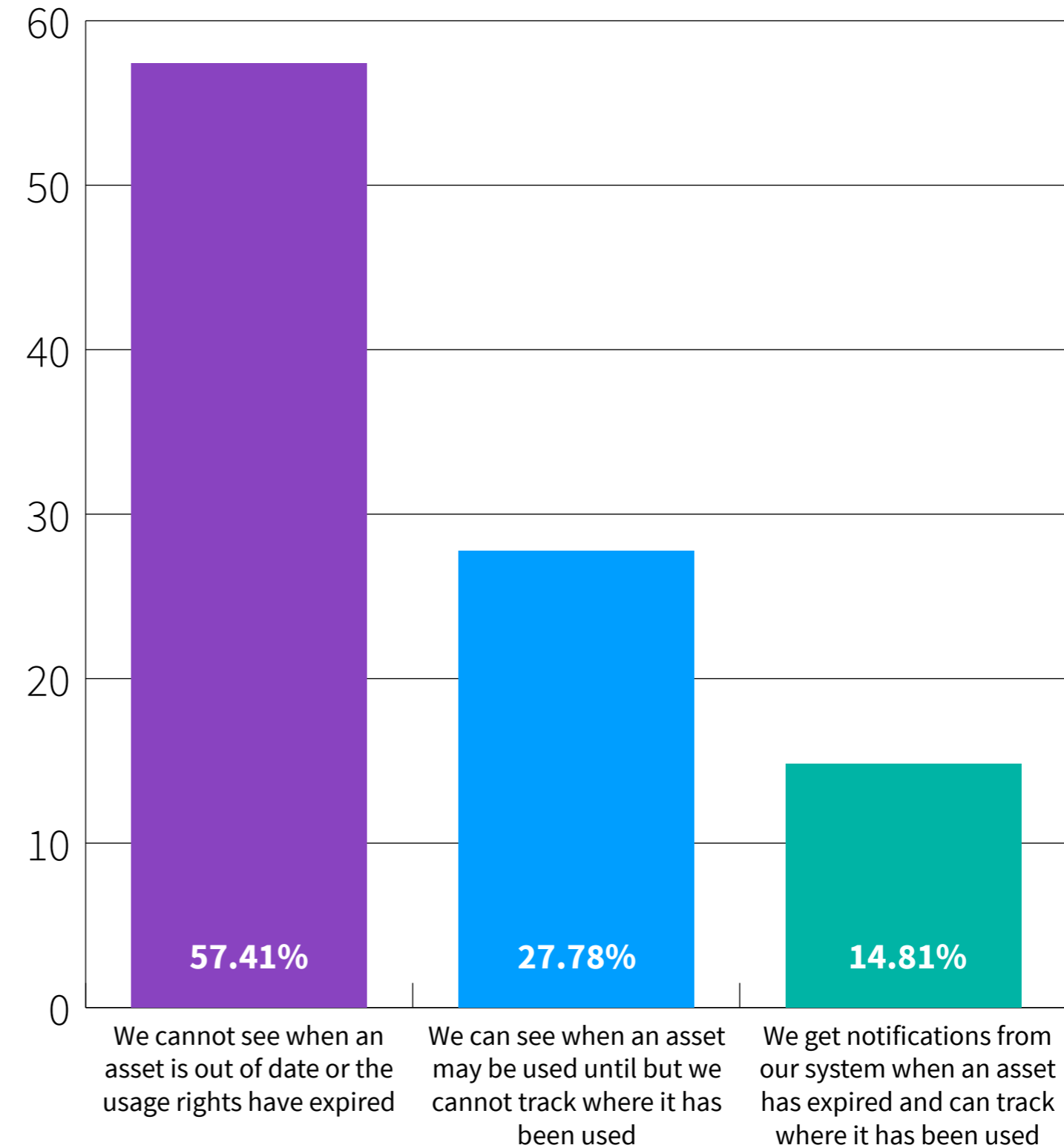
Answer choices	Responses
No, our DAM or BAM is not connected to our content creation process	47.17%
We can create content, but regulatory compliance is not monitored within the system	33.96%
Yes, our DAM or BAM system supports complex workflows to allow full regulatory compliance and auditing	18.87%
Total	100.00%



Q7

How difficult is it to track down out-of-date assets (or images with expired usage rights) that are used online or within documents?

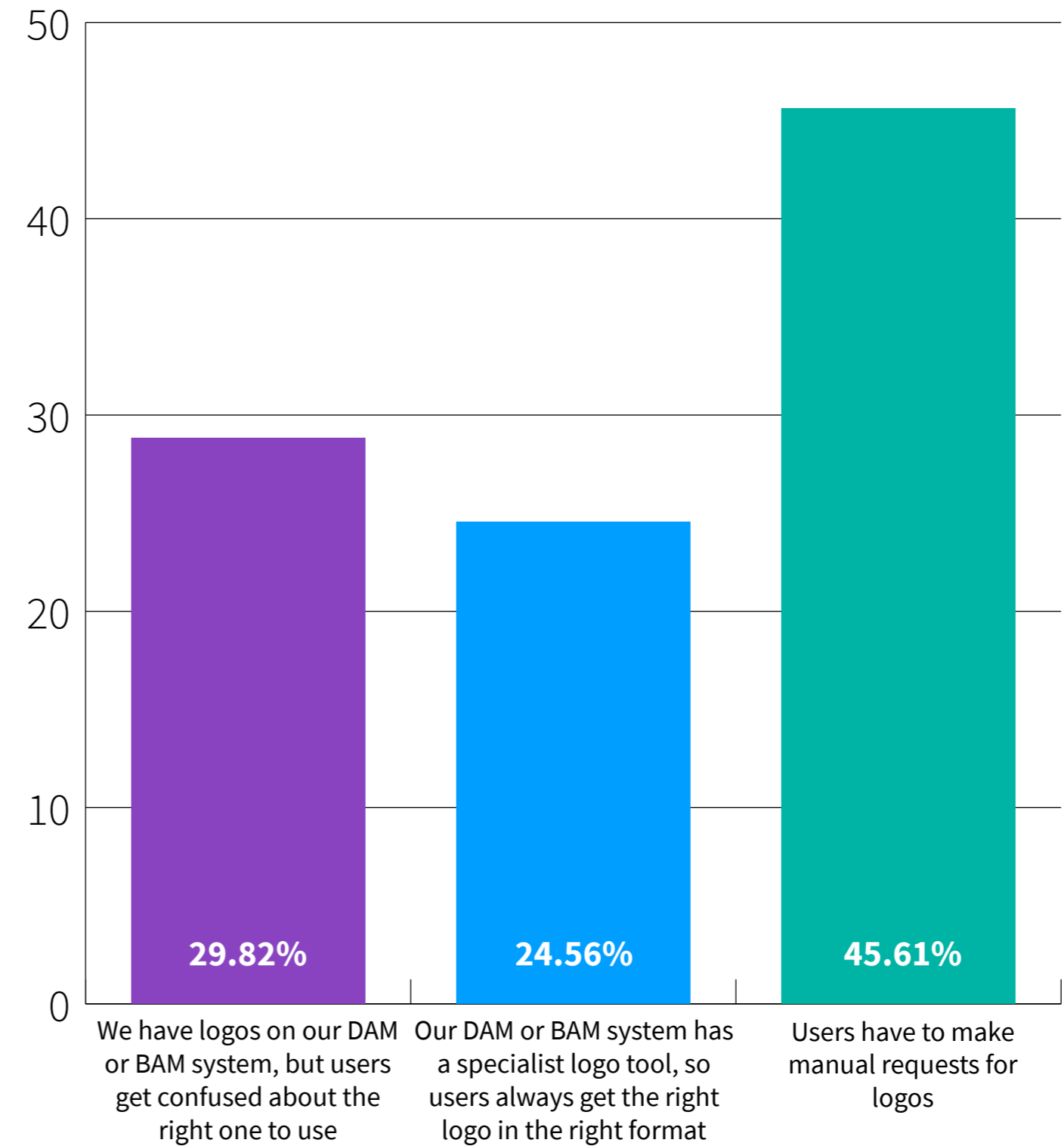
Answer choices	Responses
We cannot see when an asset is out of date or the usage rights have expired within our DAM or BAM system	57.41%
We can see when an asset may be used until within our DAM or BAM system (or when it has expired), but we cannot track where it has been used	27.78%
We get notifications from our DAM or BAM system when an asset has expired, and we can track where it has been used so we can update or remove it	14.81%
Total	100.00%



Q8

Does your DAM or BAM system always provide users with the right logo in the right format for a specific requirement (without manual request)?

Answer choices	Responses
We have logos on our DAM or BAM system, but users can get confused about the right one to use - meaning they may get used incorrectly	29.82%
Our DAM or BAM system has a specialist logo tool, so users always get the right logo in the right format	24.56%
Users have to make manual request for logos	45.61%
Total	100.00%



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.