



thebrandexperience

bethebrand



Marketing is complex, managing it shouldn't be

If you have all your digital marketing material on a shared drive, disks or intranets, then rest assured your resources are spending considerable amounts of time searching for latest versions and trying to get them to the person who requested them. How many times have you found duplication in efforts in creating marketing material because there is no real visibility of who's doing what. Sound familiar?

That's exactly why clients are turning to **bethebrand** for help. Our solution provides:

- Access to brand/compliance guidelines, assets and best practices from one central source
- Reduced duplication of work efforts and the number of iterations per campaign
- Tools to ensure all marketing communications are created cost effectively and on-brand

Centralised ID

- Retain knowledge and experience to minimise the effect of staff turnover
- Achieve centralised or decentralised brand control - bethebrand supports both scenarios
- Update and communicate brand evolutions effortlessly - publish brand updates through date sensitive status controls
- Best practice sharing across multiple groups and regions
- Management Information on last update produced by resource and time frame

Controlled Access

- Provide stakeholders across the marketing supply chain with secure, auditable access to the latest marketing assets with brand and best practice guidelines
- Reduce the frustration, error and cost associated with manual processes
- Increase your resource capacity to handle greater volumes of work through automation - proven increases of 30% capacity without increasing resource
- Streamline the briefing, review and approval process through automated, collaborative workflow
- Marketing communications created are centrally stored along with the associated source files (such as quarkXpress/InDesign). One site access to all related data

Brand Distribution

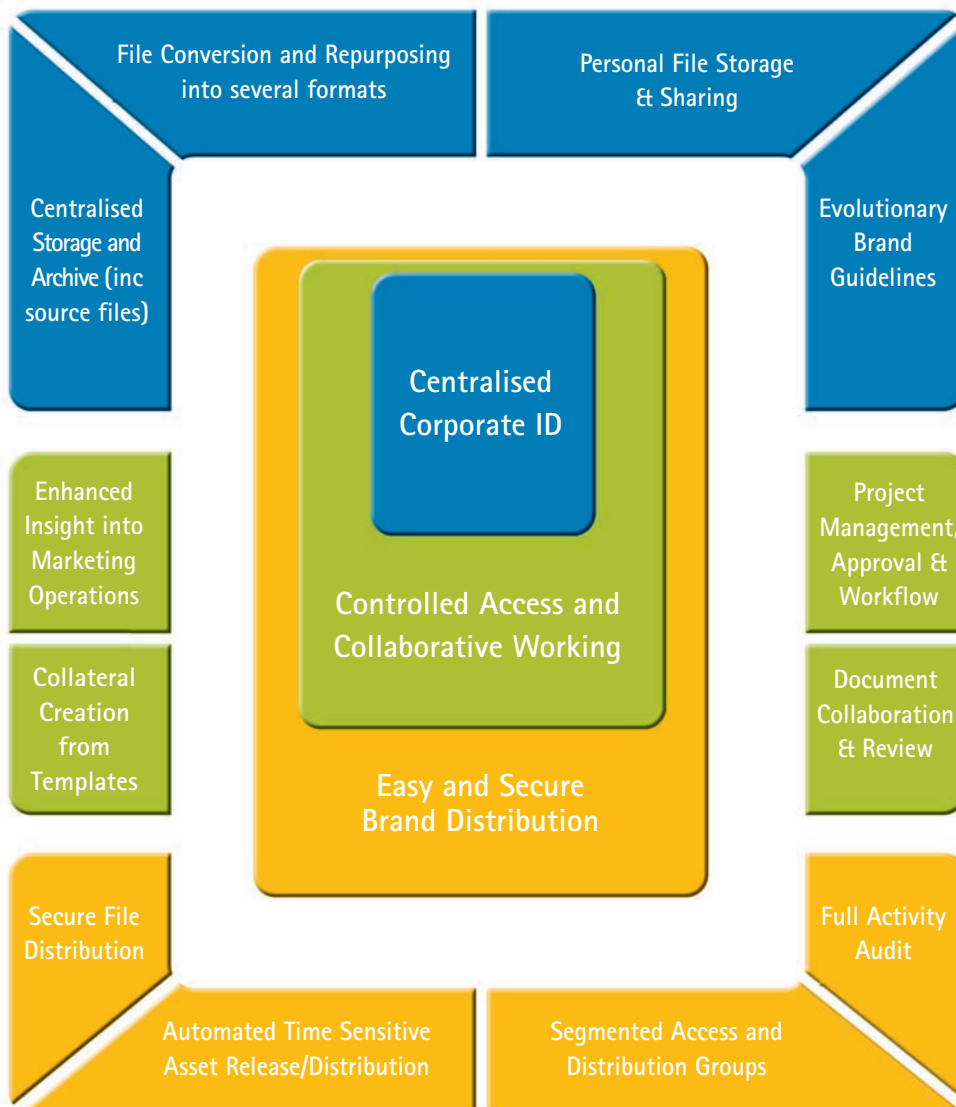
- Distribute marketing communications on-brand, at speed and cost effectively
- Automate the timed release of brand collateral to third party portals and distribution groups
- Track distributed brand assets (who/where/when) as well as who downloaded those distributions

Who currently uses bethebrand



BRAND AUTOMATION

Our three main categories of **bethebrand** functionality are modular in make up and can easily be configured to meet client specific objectives. As well as the functionality components shown below, additional components can be incorporated including Print and Stock Management and API integration with other systems.



Used by companies who understand the full value of their brand assets, our solutions are easy to use and quick to implement. Whether you are an emerging brand or well established, bethebrand will enable faster production and distribution of marketing materials, deliver brand consistency and directly increase your revenue.

For further information on **bethebrand** or to organise a demo to experience first hand how to maximise your collateral control and creation resource, contact us on 020 7199 0360 or email info@be-thebrand.com.