censhare

Brand Management in the Digital Age

freedom
to create

Contents

Executive Summary

A company's brand is one of its most valued assets because of the role it plays in instilling and maintaining customer trust. Maintaining this confidence means that customers must always have a consistent experience with the brand, whichever medium or platform they use to interact with it.

It has been shown that a brand that makes use of consistent platforms to offer one experience to its customers will increase revenue by up to 23%.[1]

This requires close control of brand elements, ensuring that only approved logos, images, fonts, templates and the style and tone of voice in written language are used to build marketing campaigns. This is best achieved with a centralized hub or Content Management System, used to host all brand elements and brand related assets and control the brand messaging across the company. This can save a lot of time that can be used by staff to create new and better campaigns.

All the characteristics and benefits of such a brand system are supplied by centralized marketing solutions like censhare Universal Content Management. Such single, centralized platforms offer organizations a practical and cost effective way to manage their brand assets and protect customer loyalty.

censhare is deployed by companies across the globe to ensure their communications use only approved branding elements. In this way, customers receive a constant, trustworthy experience that encourages them to continue to place their faith in the organization.

1 www.forbes.com/sites/gabrielshaoolian/2018/08/10/10-marketing-web-design-branding-statistics-to-help-you-prioritize-business-growth-initiatives/#7f71e9dad708

Brand Management Matters

A well regarded brand is perhaps the most valuable asset a company can possess. Because the brand communicates the company's values to the outside world, it has a major effect on how the company is regarded – by legislators, suppliers, competitors, and most importantly, customers.

While brand management is well understood by B2C organizations, B2B companies are also becoming increasingly aware of it, as many of their relationships now demand a more human approach to communications.

Tangible elements of the brand include visual elements such as text, logos, colors and associated imagery as well as less obvious elements like the product or service itself, its look, pricing and packaging. Intangible brand elements include the experience and relationship customers have with the brand. The tangible elements play a big role in determining the importance and effect of the intangible elements – the product and how it and the company are presented will affect the experience and relationship that the customer has with the brand.

This is why ensuring a consistent brand experience is key for a streamlined customer experience and for building a long standing customer relationship. An inconsistent brand creates confusion in the market, preventing customers from fully recognizing a company and its messages.

A coherent brand presentation across all platforms will increase revenue by up to 23%.[1]

But this uniformity needs to be more than just a logo design and standard color palette. Everything from social media channels to website designs, to adverts and leaflets should have a consistent design and messaging. A set of constant elements helps to communicate a uniform brand identity and hence a stable set of core values.

To achieve this, your brand must:
- Be presented in the same way across all channels, audiences, and assets
- Focus on the right customers, markets, and demographic groups
- Provide the highest level of quality when it comes to brand experience
- Be easy to implement, uphold, and deliver

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Your Brand is Everywhere

- The font on your product packaging
- The style and tone of your tweets on Twitter
- The photography and design imagery you use on your website
- The paper your hard copy collateral is printed on
- The quality and simplicity of your online experience
- The wording of the CEO's LinkedIn profile
- The way your helpdesk staff answer the phone
- The customer's feelings when you send them an email
- It's about how strong an advocate people are of your products services

10 steps to Brand Management success

1) Set brand use rules
Specify every element of the brand and apply content branding guidelines as a foundation to firmly lead the entire organization in all brand related questions.

2) Ensure employee engagement
Make brand strategy a basic part of employees' training and development. All employees should know how to best portray your product or service.

3) Train external partners
Give contractors and suppliers clear brand guidance and specific project briefs for every externally created asset.

4) Implement efficient processes
Set clear workflows to enable efficient collaboration and process transparency.

5) Centralize brand assets
Centralize all brand assets and guidelines with simple and quick access.

6) Focus on regional marketing
Drive local marketing departments to work with the central strategy and assets provided and align regional activity with the core brand.

7) Promote deeper collaboration
Encourage internal and external collaboration to reduce branding errors and create a consistent brand experience.

8) Integrate brand management and customer experience
Ensure your centralized system puts brand management at the heart of your omnichannel marketing collateral.

9) Scale up with demand
Ensure your marketing systems grow with the business and can manage growing assets complexity, e.g. from localized variants.

10) Regularly review to stay relevant
Monitor the market and evolve the brand to meet changing channel demands and global trends.

The Dangers of Going 'Off Brand'

As organizations grow, it may become difficult to coordinate the marketing needs and efforts of different divisions or offices. A lack of consistency and guidance for staff in how to use brand elements leads to the creation of special or ad hoc elements and materials, particularly if a need arises at short notice. This often means incorrect logo use, wrong color specifications, and low quality designs. The resultant poor quality and errors lead to a bad image of the company being promoted and diminish consumer trust in the brand.

Errors in branding can result in substantial damage to a brand's reputation. A poor brand experience can affect an organization's bottom line by reducing customer trust, discouraging buying, and lead existing customers to avoid recommending the brand to others. B2B marketers also need to be aware of this, as international buying teams now often expect collateral to have the same messaging and design even when translated into different languages.

Traditionally, consumers have been loyal to a brand once they have had some positive experiences. However, brand loyalty has come under sustained pressure in the digital age. Today it is easy to search out equivalent products and services, and often it is just the brand's reputation that swings the purchase its way. Even worse, the rise of social networks has created a situation in which even the most loyal consumers can openly complain about bad customer experiences with devastating consequences. A single bad experience can override any number of previous positive experiences.

Managing the Brand

Achieving a sustained, positive experience for the customer requires a brand manager, who can ensure that only elements and assets that are fully compliant with brand guidelines are used across the organization. The brand manager can design templates that reflect brand guidelines and are cost effective to use.

Storing these elements centrally ensures that employees can easily access properly designed assets and will not try to produce their own designs. To meet the specific needs of local markets, local teams will simply add translations and adapt the templates to meet their own requirements. This gives them the freedom to create their own marketing campaigns while still using approved elements and avoiding going off brand. This means customers will always experience a brand in the best way possible, and as originally intended.

It does not come as a surprise that a survey by analyst firm Research in Action found that the consolidated management of all content assets is the number one investment area in the Brand Content Management space for 12% of respondents. The same survey identified the management of brand messaging across the company and the automation of brand content management as important.[2]

"In our global survey of 1500 marketing professionals about their Brand Content Management investments, the number one priority was 'Consolidated management of all content assets'."

Peter O'Neill,
Research Director, Marketing
Research in Action GmbH

64% of consumers say that shared values help them create a trusted relationship with a brand.[3]

2 *Vendor Selection Matrix Brand Content Management SaaS And Software: The Top 20 Global Vendors 2019, Research in Action, December 2018, Online http://www.researchinaction.de/images/pdf/2018/RIA%20VSM%20BCM%20GL%202018%20WWW.pdf*

3 *www.forbes.com/sites/gabrielshaoolian/2018/08/10/10-marketing-web-design-branding-statistics-to-help-you-prioritize-business-growth-initiatives/#6799c47cd708*

Meeting the Challenges of a Globalized, Omnichannel World

Today's brands operate in a complex globalized world, affected by regulations, global supply chain issues, and manufacturing costs.

This requires tight brand management, with practices that are both resilient and responsive, future proof and orientated towards growth. This can tie up a lot of resources as corporate functions, regional and local offices, partners and suppliers such as advertising agencies, need to work with the brand elements in countless ways.

In practical terms, all brand elements need to be controlled centrally. Yet brand management is not about sticking rigidly to a defined set of rules – it also needs to provide flexibility to those functions that need to work with the company's brand elements and assets, either locally, regionally, or globally. This is particularly important if the company is to take advantage of fast moving opportunities.

As a consequence, companies are employing sophisticated models to measure brand equity and the return on investment in their brands. Increasingly, brand managers are becoming board level executives and need the tools to help them manage the brand globally, affecting every aspect of often diverse and widespread companies.

Introducing such tools requires brand managers to embrace the possibilities of technology. The most forward thinking companies have been quick to recognize the benefits and scalability that technological brand management solutions can provide.

CBOs

The role of Chief Brand Officer (CBO) is increasingly seen in major brand reliant companies such as Citigroup, McDonald's, Michael Kors, and Lululemon. The CBO typically reports to the CEO or board of directors, and is responsible for a brand's image, experience, and promise.

A Centralized Content Hub Can Help

Maintaining brand consistency requires that the brand manager exercises centralized control of branding elements and their usage rules, through a centralized hub or Brand Content Management System.

This will be used to host all brand elements and brand related assets, and to control the brand messaging across the company, from corporate brand to the individual messaging statements around individual products. Companies working in a more local market will use Brand Content Management Systems to manage content across all their internal organizations and subsidiaries, and possibly also their business partners.

These are the characteristics to look for when assessing Brand Content Management Systems:

Assessing a Brand Content Management System

- Offers a single system to manage and control access to all your brand related assets
- Integrated, centralized approach provides a simple, yet powerful way to manage and distribute brand assets
- Accessible across a wide range of devices
- Maintains customer loyalty by avoiding incorrect or outdated branding materials
- Improves brand awareness among employees
- Improves productivity to reduce costs
- Enables users to edit pre-configured brand layouts with a web browser and to create business cards and flyers
- Frees up creative time to focus on a better customer experience

- Enables regional teams to collaborate and tailor global assets to audiences, while staying on brand
- Integrated workflows foster collaboration and ensure consistency and accuracy
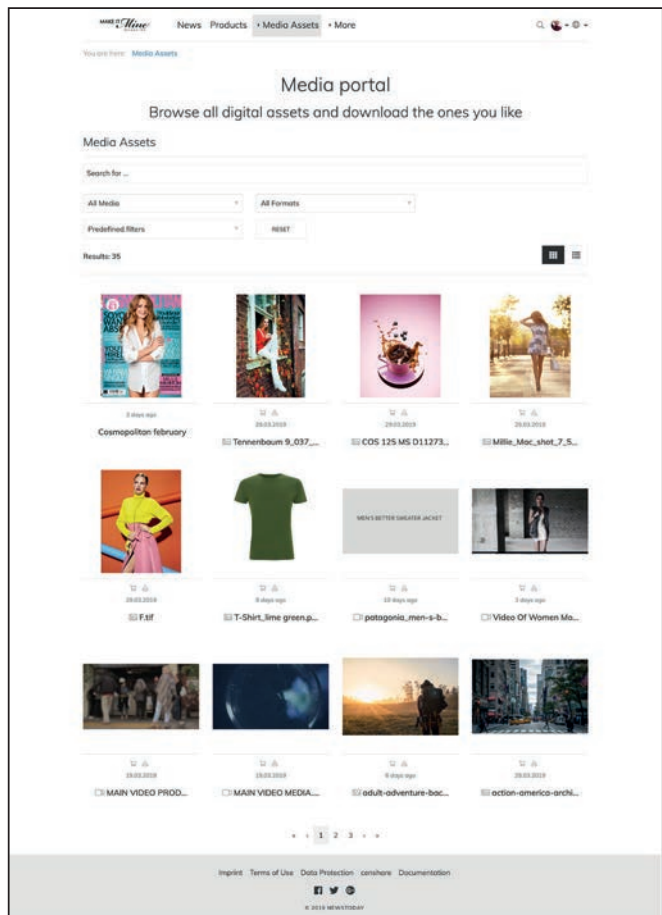
A brand portal should be accessible from a wide range of devices, for example on a tablet computer

censhare Keeps Your Brand on Track

All the characteristics and benefits of a Brand Content Management System are supplied by censhare's Universal Content Management solution.

A single, centralized platform, it offers organizations a practical and cost effective way to manage their brand assets and protect customer loyalty.

The platform solves all the problems experienced with conventional digital asset and content management software, providing a streamlined platform that allows people working with branded content to collaborate across an entire organization. It promotes the efficient coordination of marketing activities wherever they are run and at whatever time.

The censhare platform is based on a core of three products:

- **Digital Asset Management** – Manages every type of digital content, such as images, videos, PDFs, graphics, media files, presentations and more
- **Product Information Management** – Manages product data by enriching content with product specific metadata and linking all information objects with available sales and marketing material and related information
- **Content Management** – Translates and transforms digital assets for specific uses and use on all digital channels, e.g., corporate websites, regional sites, online shops, and mobile sites.

censhare – The Bedrock of Efficient Brand Management

These three core products form the basis of a number of use cases, including Brand Management. The products allow easy management of and access to brand assets such as logos, pictures, templates, best practice examples and brand guidelines.

This single, centralized system for managing brand assets allows companies to be more efficient. It can:

- Save time and costs in managing brand assets
- Make sales/marketing teams more productive
- Manage agencies and freelancers better
- Reduce duplicated assets

It also helps companies make the most of their brand assets, by:

- Avoiding the use of outdated or incorrect branding
- Guiding copywriters to write appealing texts that are fully brand compliant
- Ensuring the right assets are used for audiences, regions, countries, or brands
- Creating variants for specific audiences, while adhering to brand guidelines
- Boosting brand awareness among all employees

Brand Management with censhare offers these key capabilities:

- **Brand Asset Management**
  Store and manage all brand content centrally and make it available globally

- **Brand and Media Portal**
  Provide brand assets online, including a digital brand manual with guidelines for employees and partners

- **Web to Print**
  Enable users to edit pre-configured brand layouts with a web browser and to create business cards and flyers

- **Approval and Access**
  Integrated workflows foster collaboration and ensure consistency and accuracy

censhare's global access rights system allows brand managers to restrict access to just those assets applicable for a certain use, for example, for a specific target audience, region, country, or brand, and to control access to them. This allows simple, accurate control of how branding elements are applied, supporting the organization's branding strategy. Regional teams can collaborate and easily use global assets to create variants for their audiences, while still adhering to brand guidelines.

Using censhare, brand managers can manage branding across different systems, processes and external partners, ensuring a uniform brand strategy in all channels, regions and languages. The solution makes it easy for different parts of the business to use branding accurately and ensure a high quality brand experience for all customers on all channels. This saves substantial time and costs in managing brand assets. Sales and marketing teams become more productive, while working with external contractors and freelancers becomes simpler and cheaper.

censhare can help achieve seamless working with external agencies and partners, effectively building a bridge between the censhare platform and external services. This makes content accessible for any application, device or channel as required. It can enable third party applications like ecommerce and web sites to use the brand owner's logos, templates and graphics.

Overall, censhare helps achieve many benefits:
• Increase the consistency and quality of campaigns
• Use resources efficiently and save time
• Achieve the full value of content
• Take advantage of sales opportunities as soon as they arise
• Reduce costs and make campaigns more effective

Real companies, real success

censhare has helped many companies achieve real success in brand management.

300,000 assets available to agency network in 19 countries

The iconic British car maker uses censhare as a 'single source of truth' for all digital assets, as well as a web CMS, a workflow governance platform, a way to manage resources and projects, and as a way to create and distribute emails to customers.

95% of all available processes and templates automated

ORT solves client's business problems in the area of marketing and sales, typically by designing the entire customer experience from advertising, websites and apps, in store displays, product packaging to customer service and product delivery, and censhare is ORT's future oriented digital content platform for all their clients.

1 identical campaign across print, web and social

censhare provides an efficient, dynamic and media neutral communication and marketing system that supports all output channels and manages all data and information.

Insurance company, Switzerland

A Swiss insurance company wanted to centrally manage and provide all media assets such as pictures, logos, advertisements, and many more, on a new system platform and to various user groups such as employees, service providers, its agencies and partner companies.

It wanted content such as images and text modules to be placed, edited or exchanged directly by the user via drag and drop from the Media Asset Management solution into print layouts.

The company also wanted a standard solution that is always up to date, without the need to invest large sums of money for new versions. Another important factor was a partner with well founded and long standing know-how in the implementation of publishing projects, and which can also offer support for many years.

The censhare platform proved to be the ideal solution for the client's Media Asset Management and Web2Print requirements. It can also be used as an editorial and collaboration system in all areas of communication, such as marketing and advertising.

The company currently uses censhare to manage more than 13,000 media assets such as images, logos, advertisements, and around 50 templates for print assets in the censhare system. It can independently set up and customize aspects such as user role rights, workflows, publications and print templates. With censhare, it has found a strong solution to cover both its current and future requirements.

180 agencies using the system for print publications

- All media assets are managed centrally and made available to staff, suppliers, partners and 180 agencies.
- A browser based print solution enables the intuitive creation of template based printed material.
- The inbuilt editorial system and powerful collaboration features connect internal teams with external suppliers.

Large European Airline, Germany

This large airline uses censhare to solve four central challenges: Managing multilingual content, achieving consistency across all media, reducing costs, and controlling the use of digital assets.

The company asked its agency and censhare to develop and implement a centrally managed solution for managing, organizing, transmitting, distributing, and displaying marketing material in all channels. The company wanted a sophisticated, intuitive, and fast search function to cut the time spent finding appropriate digital assets. The system should also inspire users by suggesting related topics.

The airline initially implemented censhare's media portal as a platform for images, videos, and campaigns. It soon realized it needed to go beyond the original plans for Digital Asset Management and decided to work with censhare to get meet additional requirements covered. The next version included marketing briefing functions, templates, and job and asset management capabilities. Collaboration vastly improved because information was not simply distributed but exchanged. The detailed roles and rights logic ensures that partners can only access assets provided for them.

Conclusion

With the growing need for companies to establish a unique presence in the market among a host of competitors, the valuable assets and customer goodwill that make up an organization's brand have never been more important.

Protecting this brand by ensuring that customers always have the same experience with the company is vital and protects its reputation.

Managing the many graphical and content elements that make up the public face of the brand is an essential part of building this experience. Staff, partners and agencies must always use the approved elements and designs, while having the freedom to use them in new campaigns or opportunities that may crop up at short notice.

To achieve these goals, companies need a centralized brand management system that manages and controls access to all brand related assets. A simple, yet powerful way to manage and distribute brand assets, this helps maintain customer loyalty by avoiding incorrect or outdated branding materials.

All the characteristics and benefits of a Brand Content Management System are supplied by censhare. A single, centralized platform, it offers organizations a practical and cost effective way to manage their brand assets and protect customer loyalty.

Companies across the globe are getting best value from their brand assets by using censhare, employing its core solutions to achieve easy management of and access to brand assets such as logos, pictures, templates, best practice examples, and brand guidelines. In this way, their communications use only approved branding elements, ensuring customers receive a trustworthy experience and continue to place their faith in the organization.

about censhare

Our pioneering, universal content management platform lets you
connect with your audiences on any channel, in any language, locally
or globally. Clients like Jaguar Land Rover, Dyson, Christie's, Lufthansa
and many more have already discovered new freedom to create and
deliver consistent quality content with exceptional efficiency.

Contact us at **censhare.com**