

Brand management for modern marketers

Scale marketing operations, control collaboration
and remove burden for external partners



The long path to the point of sale

Consumer products companies have built many of the world's strongest, most valuable brands – Nike, Coca-Cola, GE, Budweiser. They rely on their brand strength to create preference at the point of sale – typically a retail environment they don't control.

It's complicated, but consistency and flawless execution are critical. Brand strength, built through years of investment, can be weakened with any misstep. And as consumers increasingly expect seamless experiences across a staggering array of channels and platforms, there are so many ways things can go wrong.

To succeed at the point of sale, companies have to manage a complex web of agencies, brokers and distributors to market, promote and sell their goods.

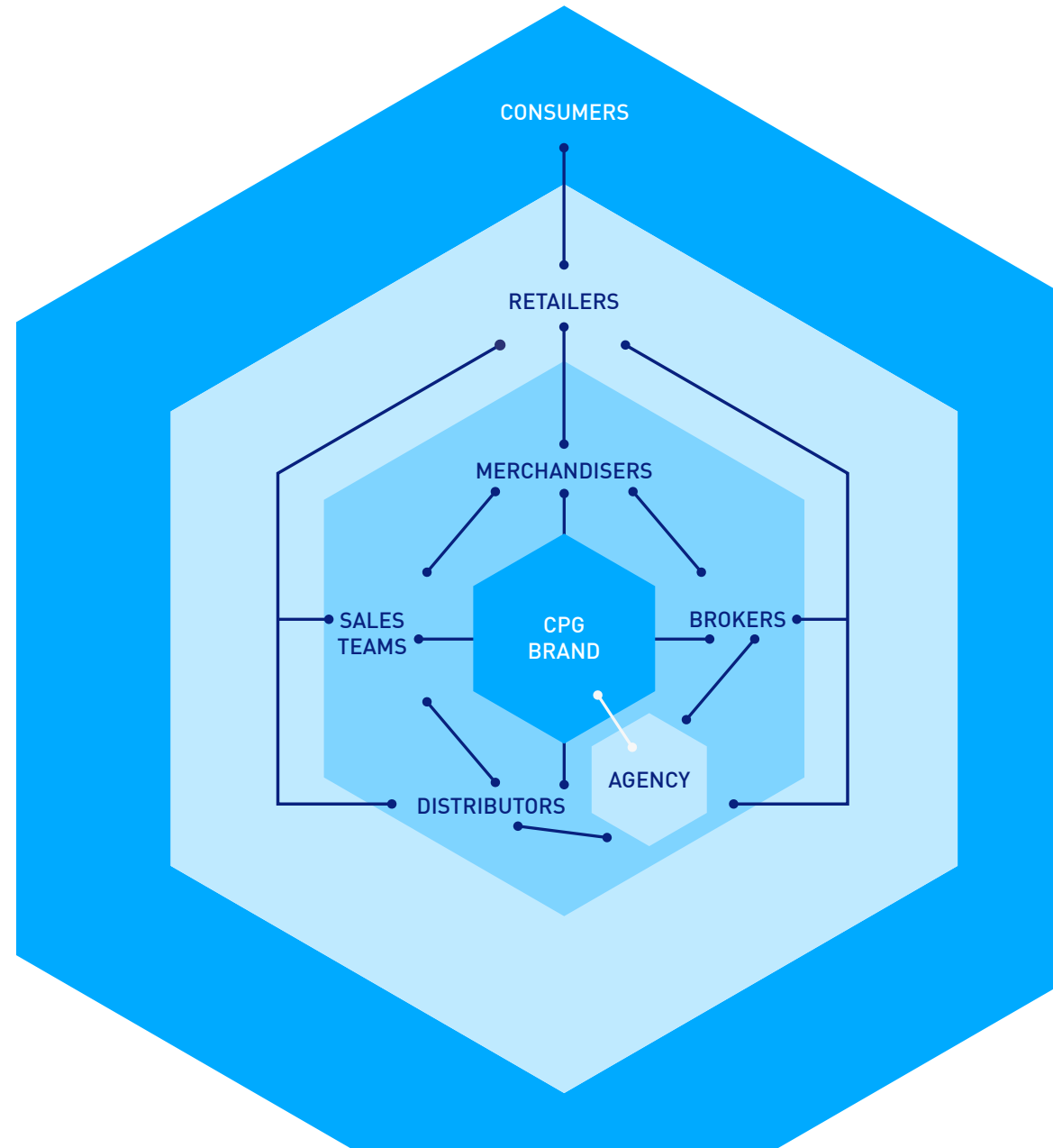


Typical brand journey for CPG companies

Leaders are retooling their promotional strategies and digital supply chains to more effectively meet consumer demands and create personalized, responsive experiences. **Marketers that understand how to remain agile and reinvent the customer experience are the ones who will be positioned to win loyalty and market share.**

CPG brands are making changes to maintain agility and control consumer experiences across touchpoints, even as their operations expand to new channels, categories and territories.

This guide will share common challenges and experiences CPG (Consumer Packaged Goods) brands face and how to overcome these threats to creating and maintaining a strong brand for years to come.



Scale to support fast growth.



When inefficient tooling makes scaling difficult

Fast growth is a wonderful thing. But fast growth can wreak havoc on operations. A consumer product can be a boutique specialty item one day, get picked up by a national chain the next day and then carried by the leading club store the day after that.

Growth like that can change a company overnight. If your creative operations aren't able to scale just as fast, you're in trouble. All those new retailers need support and materials for displays and promotions. And all the people serving those retailers – your brokers, sales team, merchandisers and more – need easy access to those materials.

Many consumer goods brands experiencing fast growth get overwhelmed. The tools they relied on – some combination of local servers, cloud storage, FTP sites and emails – just won't cut it. Relying on email or FTP applications makes for a messy, slow way to get brand-approved assets to growing teams. Operations quickly become inefficient and error-prone if you don't have a central hub for housing, accessing and distributing creative assets.



Unite teams and assets on a centralized, cloud-based platform for all things brand-related

Overnight growth can mean that your content operations go from managing a few hundred marketing assets to thousands. If you've been relying on file storage, email or FTP to share the latest brand-approved logos, photos, packaging images and brand guidelines, it's easy to see how sudden or fast company growth could easily make this way of working almost impossible.

Besides wasting energy and causing chaos, the inability to control your brand assets will eventually negatively affect your brand image and top line revenue.

Ready to solve your scalability problem? Get started by uniting your teams and assets on a centralized, cloud-based platform for all things brand-related. This makes it easy to organize, search, and access up-to-date brand assets, no matter where people work, without sacrificing the control to ensure the right teams have access to relevant content.

If your creative team is having trouble keeping up, here's what you can do:



Organize creative files in a cloud-based platform that's scalable and accessible by distributed teams.



Make sure you provide self-service access that you control (e.g. access rights and permissions based on things like group or location).



Allow search by file type and within files and folders to simplify access.



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Page 5

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Manage your brand standards – everywhere.



When static brand guidelines in PDF format can't keep up with how quickly your brand evolves

If your company manages multiple brands, how do you make it easy for everyone involved in identity, advertising, packaging, promotion and sales to keep the brand on track? The traditional solution is brand guidelines, often published in a static document or web page. But many companies struggle to keep guidelines accessible and up to date – publishing is time-consuming and expensive, after all.

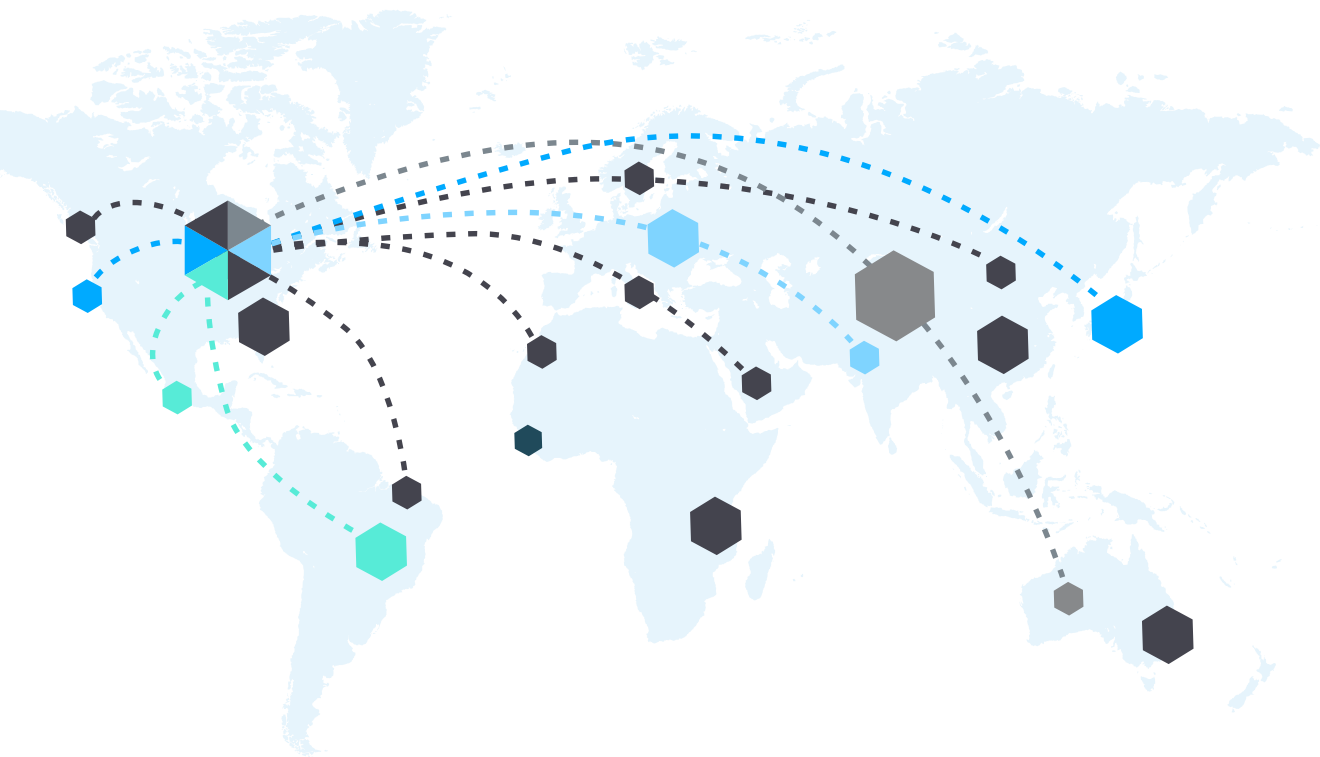
That was the situation confronting Jack Link's, the leading maker of jerky products. Based in Wisconsin, Jack Link's makes 100 different products under a handful of brands sold in 40 countries. That means **hundreds of retail locations need access to guidelines governing each brand's assets.**

This was an incredibly tedious task, and the Jack Link's team didn't know whether or not its retail partners were actually following the brand guidelines. Then an executive out doing store checks walked into one of those stores and saw something that haunts brand managers' nightmares: **a promotion littered with an old logo.**

To keep everyone involved with the brand in sync, Jack Link's set up online portals for each brand. Each brand portal provides access to the approved logos, brochures, displays and promotional materials associated with it along with the guidelines for where and how to use them. No more manually updating static PDFs, emailing them out, crossing fingers and hoping for the best. The Jack Link's team can update guidelines in real time. Retail partners always have the most up-to-date guidance with the assets that support them.

Many CPGs rely on unique PDF brand guidelines for managing multiple brands across the business. These have to be updated manually and reshared every time a change is made.





The keys to brand control include:



Centralized, brand-approved assets: logos, color palette, fonts, images, videos, positioning statements, etc.



Real-time updates and automatic distribution to partners and stakeholders who need them.



Distribution controls and access rights set so partners get exactly what they need and only what they need.



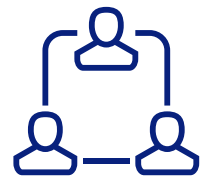
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Page 8

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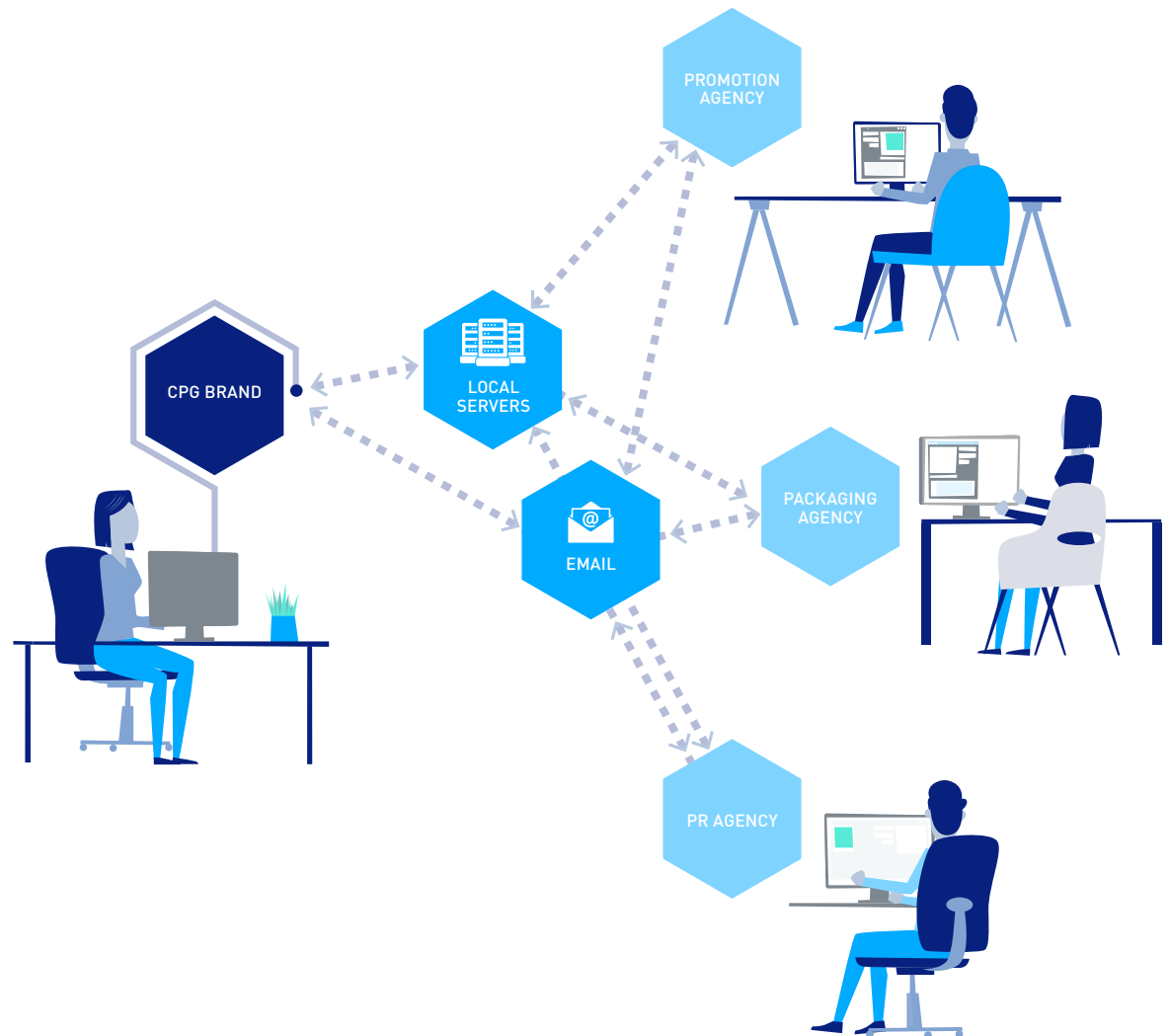
Control your collaboration with agencies.

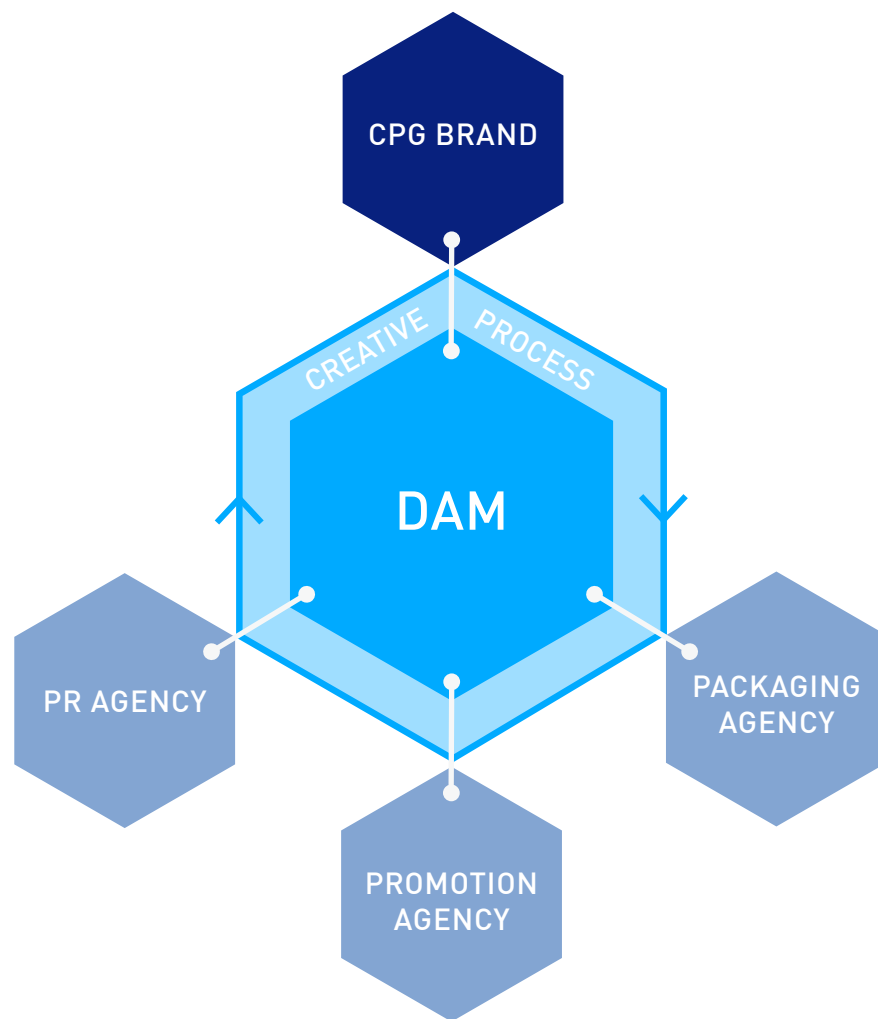


When external collaboration with agencies is clunky and moves too slowly

Most consumer goods companies work with a number of agency partners for things like advertising, promotion, packaging and PR. Collaboration is essential, but so is control. Sending emails and download links is one way to communicate and move files around, but it's not an efficient or secure way to manage creative development, iterations and approvals.

And once you do land on final approval, the finished assets should reside with the company rather than the agency in order to avoid a never-ending loop of requests for files.





Keys to having more efficient collaboration with agencies:



Configurable permissions to control uploading, downloading and viewing brand assets.



Digital lightboxes for collaborative review and approvals.



Automated processes for asset requests.

Remove the burden of localization from
retailers and partners.



When customized content takes too long to produce

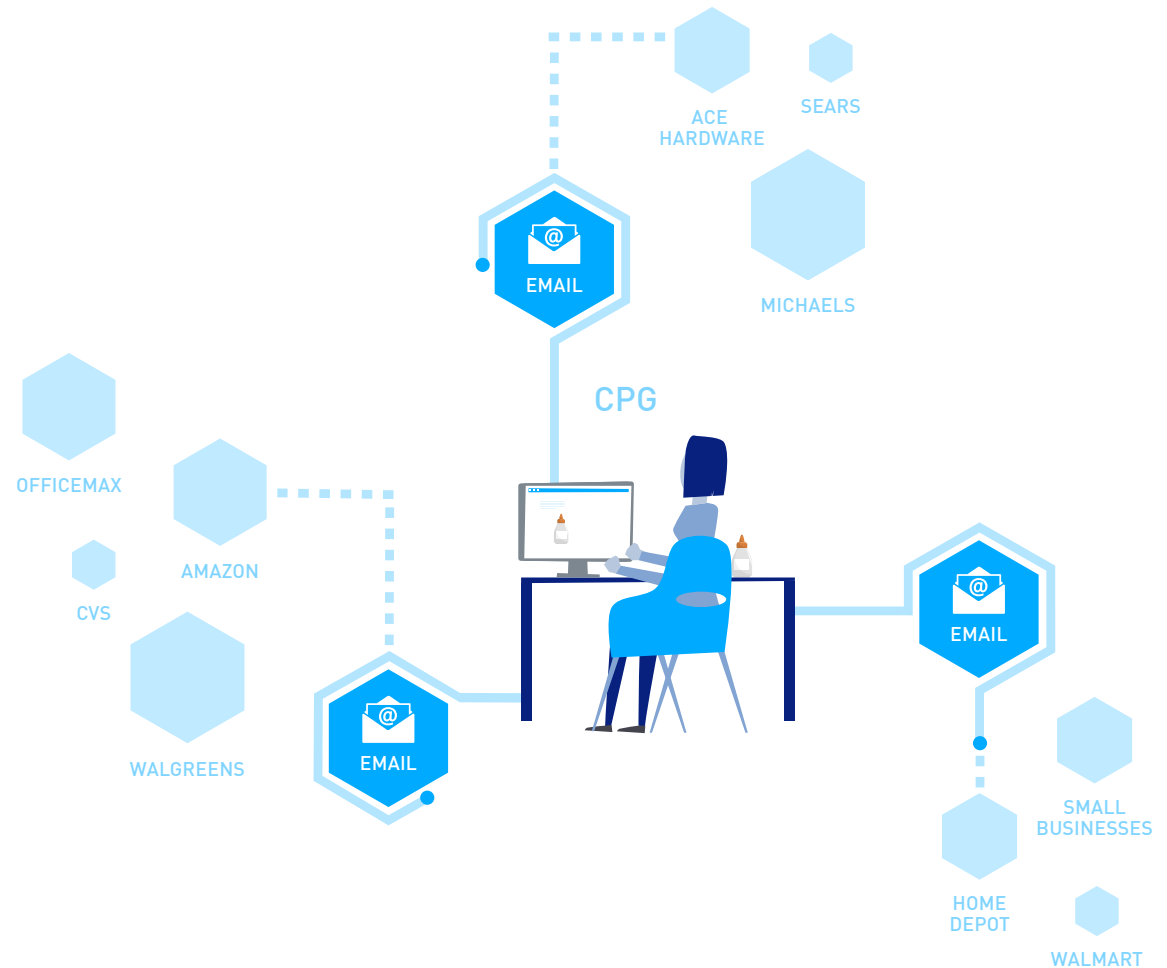
The moment of truth for CPG brands is at the point of sale, so it's critical to get the right materials to the right retailers at the right time. This process should be simple because things need to move fast whenever there's a new product launch, seasonal promotion or limited release to a particular region.

Often those retailers will need to customize materials for the specific situation. Mom-and-pop stores might not have the tech savvy to quickly modify complicated files, and big retailers will expect ease and efficiency. There might be hundreds or thousands of retail partners to coordinate with, increasing the chances of a branding miscue.

Learn more

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Three takeaways to streamline localized content creation:



Allow retailers to customize and localize promotional materials while maintaining brand and design integrity.



Make it easy for people who may not be as computer savvy or willing to dedicate design time.



Centralize distribution controls and access rights so the right partners get exactly what they need when they need it.

This is a familiar challenge for many CPG brands. It's not uncommon to see companies who have defaulted to emailing creative assets and messaging updates to their networks of retailers just to keep the ball moving. This is slow, manual work that leaves far too many opportunities for costly mistakes.

You may be faced with thousands of retailers who need access to brand materials so that they can adapt them and localize them for

different markets, seasons, and products. So, how can you keep them all on the same brand page?

Using a brand templates solution allows retail partners to customize assets within your brand-approved guidelines. You can lock down the design elements while leaving areas of editable content for retailers to adapt to their locations. Best of all, this happens through an intuitive interface that's easy for retailers large and small.



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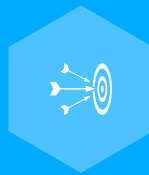
The six c's of successful CPGs

Work faster and maintain control of your brand's destiny with these pillars of operational efficiency.



Centralization

Get your assets in order with a central brand hub that's easily searched and automatically updated.



Consistency

Ensure your colleagues, partners and retailers work within your brand guidelines and use current creative assets.



Connection

Get the right assets to internal and external stakeholders with self-service, permission-based access.



Customization

Organize brand-approved assets in a way that's right for your team and allow your team to tailor assets to their audience.



Collaboration

Streamline the creative process with sharing, feedback and approval, then close the loop with data on what's working.



Customer experience

Make it easy for your retail partners to display and promote your products.

Bynder is the fastest growing DAM service, offering a simplified solution for marketing professionals to manage their digital content in the cloud.

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