

The high cost of failed brand asset management

A Brand Toolbox® whitepaper



Includes:

- The high cost of inefficiency
- Why document and asset management?
- Brand Toolbox® and risk management

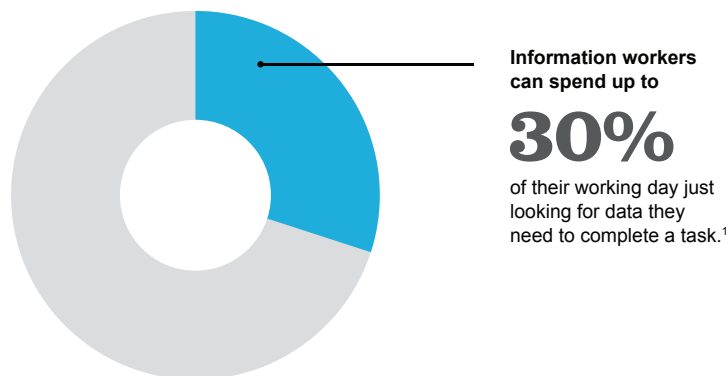
syn.rg

Why document and asset management?

Documents or assets, in whatever format they exist, contain knowledge that have financial and cultural value to a business. They are intellectual property and an organisation that cannot manage, share and distribute them effectively and efficiently wastes money.

Knowledge is power

In today's information economy, timely access to information is critical. Knowledge is power and yet, all too often, knowledge workers fail to find the information they need. The amount of time wasted in unsuccessfully searching for vital information is enormous, leading to staggering costs to the organisation.



Quite clearly, this figure is unsustainable for any organisation.

For a business to leverage from its information assets, the team must be able to share and reuse information easily, regardless of format or geographic location. Expert knowledge and intellectual property residing within valuable company communications must be found and leveraged quickly for transformation and competitive advantage to occur.

Why waste valuable resources and expense creating critical brand and information assets when your team cannot locate them? Assets must be easy to locate, retrieve, apply and share.

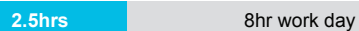
1. "Document Collaboration: Linking People, Process and Content," Butler Group Report (December 2006).

The high cost of inefficiency

Time wasted in searching and the inability to find information results in poor decision making based on erroneous or insufficient data.

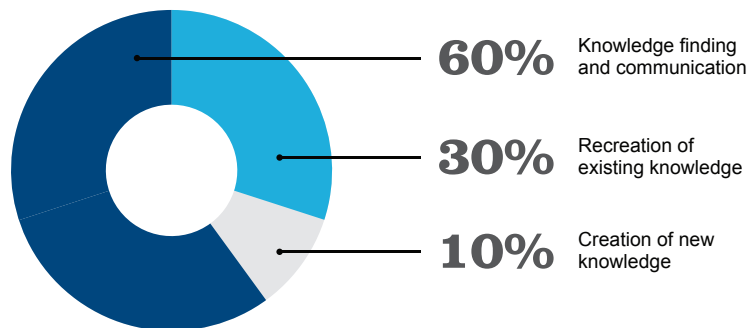
Time wasted in searching

Time spent searching



A typical knowledge worker spends **2.5hrs per day** (30% of workday) searching for information that is not centrally indexed¹. In other words, access to information is not unified across the organisation, as files may reside on intranets (behind firewalls), on company websites, on CD/DVDs or on individual laptops.

Reworking information



Financial perspective

Let's look at the following example:

	\$80K	typical annual salary
X	2.5hrs	per day spent searching
X	500	workers in a typical large enterprise
=	\$1.2M	lost time wasted per year*

*Figure x 10% for unquantifiables.

Analysts widely estimate that over 30% of all digital media are recreated, as they cannot be found or readily available². Thus, workers spend more time recreating existing assets, which they are unaware already exist, than in creating new knowledge.

Lost opportunity costs

Time and lost productivity is a major factor. If information cannot be found online, workers interrupt colleagues to ask for help. Or worse, some workers give up in frustration and don't complete the task.

Other unpredictables include the cost of day-to-day job frustration and employment dissatisfaction.

We know that the costs of not finding information is staggering but these costs are usually hidden and rarely perceived as impacting the bottom line. Measuring productivity increase for all employees and suppliers using the system is usually harder to quantify.

Invisible costs

And what about the other invisible value loss to your brand getting this wrong?

1. "The High Cost of Not Finding Information," IDC White Paper (July 2001).

2. Digital Publishing Solution Magazine, (January 2008).

Brand Toolbox® and risk management

Defending the value and integrity of your brand is core to the Brand Toolbox® solution. Data quality, brand compliance, corporate reputation, communication, privacy and security are essential factors in approaching brand risk management.

Brand Toolbox® manages risk

Brand update email newsletter
Brand Toolbox® keeps all stakeholders updated with the latest branding developments and initiatives. All users are notified by email every time a new logo, artwork file or guidelines information is added or amended.

Latest news
The system also highlights the most recent and updated content, so users never miss an update.

Asset misuse is a major concern for any organisation. Using an incorrect version of an artwork file or the wrong packaging label going to the printer is disastrous.

- Q. How many different versions of the brand are floating around and being used by employees, suppliers and contractors creating company communication?
- Q. Is your team using the correct logo version or artwork file?
- Q. How are your employees and channel partners informed of updates to your brand guidelines information or changes to artwork?

An online approach to brand management is by far the best method to 'police' the brand and minimise risk, as depicted by the following **Traditional vs Brand Toolbox® Risk Chart:**

Potential risk	Traditional approach	Brand Toolbox® approach
A revision is made (by the design team) to a variation of the company logo.	Logo is stored on company intranet and emailed to brand and marketing teams or supplied on CD/DVD. The team must inform all suppliers or contractors working on communications and resupply file via email, FTP or CD/DVD.	Logo is updated on the system and a brand update email is sent to entire membership list, informing them of asset change. Note that all assets are version-controlled and any old versions remain stored in the system.
A new section is added to the guidelines manual or minor revisions made to existing content and guidelines information.	The changes must be made to any existing PDF guidelines in circulation, company intranet or website. The communications team must then distribute the PDF and inform all suppliers or contractors currently creating communications. How is this supplier list managed and by whom?	Guidelines information is updated on the system and a brand update email is sent to entire user list, informing them of changes or new additions to brand guidelines. The membership database is controlled by the system and not in the hands of one person.
Assets are distributed by email and traditional post to employees, suppliers and contractors requesting use.	Traditional posting is notoriously slow and costly, and email systems may have limits on large file sizes. Assets distributed by post may be lost or emails sent to the wrong recipients. Emailed files may be corrupted or attract viruses when passed from computer to computer.	All files/assets are managed and distributed over a password-protected and secure network, avoiding possible misdirection, corruption or contamination of files with viruses. Members personally download assets rather than forwarding by email or post.

What is Brand Toolbox®

Brand Toolbox® is an all-encompassing brand asset management solution that houses, distributes and integrates all your brand information, brand tools and brand assets within an easily accessible, web-based resource.

It is a central online repository enabling clients, business managers, brand custodians, marketing staff, employees and vendors to manage an organisation's brand guidelines, collateral assets and marketing material 24/7. Selected groups nationally, globally, across different markets and different languages, can access the latest brand resources and increase visibility and transparency across a brand's direction.

Another unique benefit of Brand Toolbox® is its educational element, increasing understanding of an organisation's brand values. It provides a valuable communication channel for employee training and education.

Some considerations

Please ask yourself the following questions:

- Is your team using the correct logo version and artwork file?
- Are you wasting valuable resources and money retrieving images, or just can't find them?
- Can't find the correct template or artwork version for a particular communication?
- Where do you store all your finished proformas, corporate templates and marketing collateral, so all your channel partners can utilise them easily, anytime and across all markets?
- How do you manage all your completed advertisements and email campaigns so they can be utilised again for successive campaigns?
- How are all your employees, clients and suppliers educated about your brand values and communications tools?
- How are your distribution lists and channel partners informed of updates to your brand guidelines information?

Benefits of Brand Toolbox®

Commonly referred to as our 'Online Brand Guidelines Content Management System' or the 'Brand Hub', Brand Toolbox® replaces the slow, costly and inefficient system of distributing brand information traditionally via printed media, PDFs and CDs.

Brand Toolbox® keeps all stakeholders updated with the latest branding developments and initiatives. It also highlights the most recent and updated content, so users never miss an update. We are not saying that the printed guidelines manual is dead, but the benefits of an online tool speak for themselves.

Ten great reasons to install Brand Toolbox®

01 Global brand hub

A global (brand hub) means that everyone, nationally, globally and across different markets, has instant access to the guidelines, wherever they are, on any computer or network. It's accessible 24/7. The system can accommodate multiple layers of users and different levels of access.

02 Central resource

A central web-based resource for the distribution of brand information, brand tools, brand applications and brand assets, easily accessible for all involved. The one repository ensures that all guidelines information is correct and version-controlled, so there is no longer any excuse for using outdated files or redundant marketing collateral.

03 Cost effective

Immediate and long term cost savings. Guidelines do not need to be printed or distributed as hard copies. Any amendment to guidelines information can be made instantly, without requiring the expensive reprinting and redistribution of printed or PDF material. It is a 'live' version of a corporate identity manual with superior benefits.

04 Logo/artwork updates and press releases

All members/users are notified by email every time a new logo, artwork file or guidelines information is added or amended, providing up-to-date 'policing' of the brand. The email newsletter updates also provide a communication channel for the brand and its values.

Ten great reasons continued

05 View member profiles easily

The site administrators and marketing department personnel have instant access to detailed profiles of all members using the site, allowing easy tracking of supplier database and customer retention. This information allows the site editors to target communications to specific user groups.

06 View web statistics

Ability to view full web statistics on those sections of the website that are being used regularly and those that are not. Full integration and behavioural tracking assists you with economical management of content.

07 Search functionality

Site search functionality allows instant navigation and retrieval of deeply embedded information on the site. Logos, images, colour palettes, fonts and artwork files are all catalogued by the database and searchable.

08 Edit and publish content

Become a custodian/editor of the site via integration of Brand Toolbox®'s Content Management System (CMS). Clients can either purchase Brand Toolbox® outright or outsource the management of the system to syn-rg. Whichever direction you choose, we customise the system to each client's individual branding and functionality requirements.

09 Multilingual/languages

So your global user groups and markets speak the same language, the system allows users to select and view content in their own language.

10 Security and support

Brand Toolbox® is maintained by syn-rg's technical support team. We coordinate and manage all hosting in secure data centres to offer you peace-of-mind and protection for your greatest business asset.

Image finder

The image library and advanced image finder is a keyword-based search engine, allowing you to store and search imagery by image number/name, category, keyword metadata, date added, 'royalty free' or 'talent fees apply' attributes.

Users are able to view important image and usage information before downloading low or high resolution images.

Rights-managed images can be given timeframes for display, so they automatically unpublish (not shown 'live') when use expires.

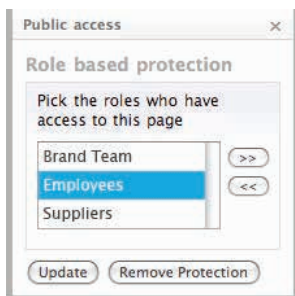
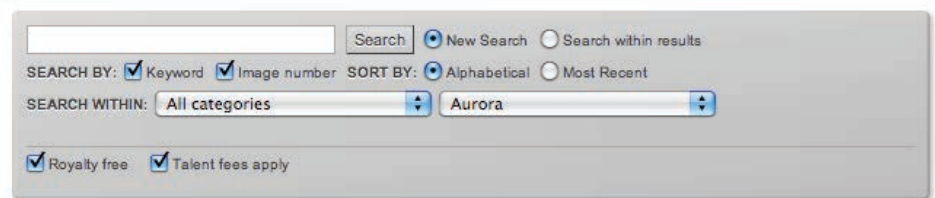


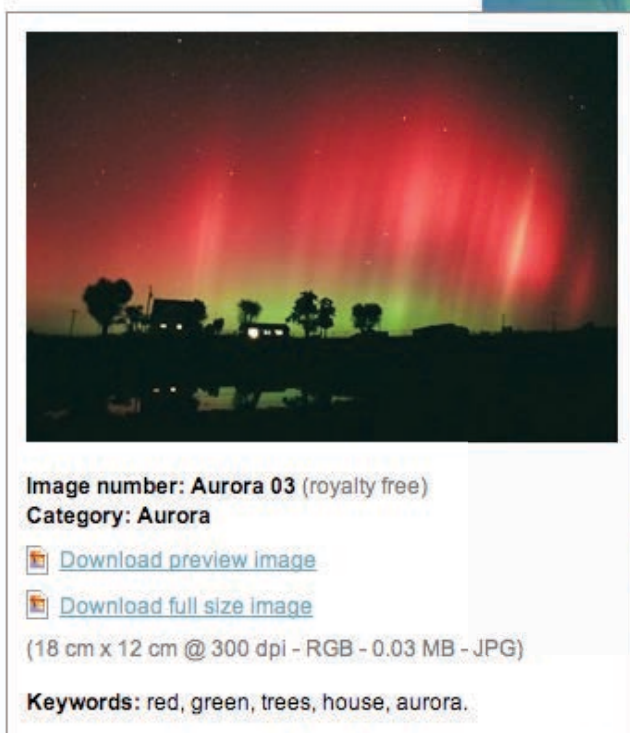
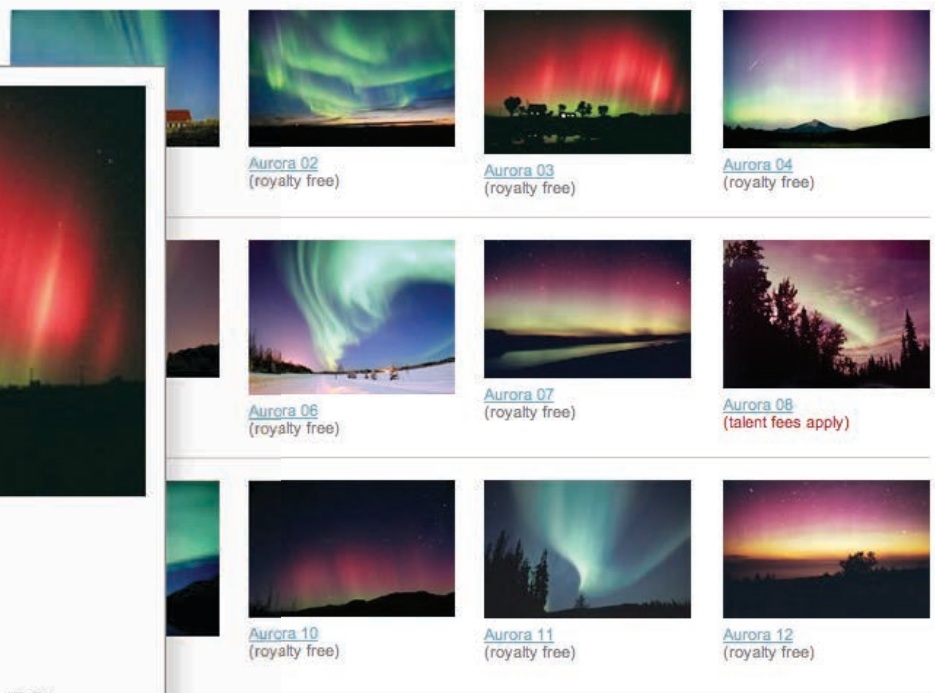
Image access

Images are permission-based, so you can select which users or groups can view privileged images.

Image search results



16 image results [page 1 of 1]



Document/asset finder

The Brand Toolbox® document/asset finder is a quick and easy way to find and view logos, stationery, brochures, PDFs, Microsoft Word templates, InDesign and Illustrator files, EPSs, JPEGs, ZIPs, Powerpoint files, and more.

The finder manages all the reusable documents and downloads in the site's library. Integral to the system is version control, so previous versions of artwork can be kept on file.

Document finder

SELECT BRAND: All Brands

SELECT ASSET GROUP: All Assets

SELECT CATEGORY: Logo

ORIENTATION: All

SEARCH BY: Keyword

Sort documents by clicking the Filename, Brand, Category, Asset Group and Size column titles.

FILE TYPE: All

New Search Search within results

11 document results [page 1 of 1]

Filename	Preview	Brand	Category
Letterhead.doc		Brand Toolbox®	Masterbrand
Brand_Toolbox-masterbrand-logo.jpg		Brand Toolbox®	Masterbrand
Brand_Toolbox-black-white.jpg		Brand Toolbox®	Masterbrand
syn-rg-brand-logo.jpg		syn-rg	Sub-brand
synrg-logo-GRAY.jpg		syn-rg	Sub-brand
PowerPoint.ppt		Brand Toolbox®	Masterbrand
High-cost-of-failed-brand-asset-management_Sep10.pdf		Brand Toolbox®	Masterbrand

Filename: Brand_Toolbox-masterbrand-logo.jpg

Version: 2

Asset group: Logo

Brand: Brand Toolbox®

Category: Masterbrand

FILE DETAILS:

File type: jpg

Dimensions: 600 x 74 pixels

File size: 11 KB

Orientation: Landscape

Colour: RGB

Date modified: 22-Jun-2010 @ 17:32

FILE INFORMATION:

Comments: This is the Brand Toolbox® masterbrand logo

Related information: [Download logo files](#)
[Masterbrand logo](#)

Remove
 Download

Additional Modules

Brand Toolbox® offers an intuitive and scalable content management solution, designed so that additional modules and functionality can be integrated to the core solution, as your requirements grow.

Email 'Brand update' newsletter



All members/users are notified by email every time a new logo, artwork file or guidelines information is added or amended, providing up-to-date 'policing' of the brand. The email newsletter updates also provide a communication channel for the brand and its values.

The email update can be sent to individual users, individual groups or the entire user/member database.

What's new



All new pages or sections added or updated on the guidelines are automatically added to the 'What's new' device, which lists the 30 most recent updates/additions. A link to the 'What's new' page allows the user to view all updates.

Latest news



The 'Latest news' module flashes news headlines on the home page of the site, allowing the brand and marketing managers to feature important and breaking news stories to all users. Article titles, dates, content and authors are included for back cataloging all news articles.

Coupling the 'Latest news' module with the 'Share feedback' module creates a very effective and interactive brand communications channel.

Share feedback and comments forum



The module promotes an open forum and allows users to express their views on the page and brand guidelines information.

The feedback feature allows users to contribute ideas to the brand style guidelines, helping it to grow and evolve. Users will also feel more involved and it encourages discussion around your brand.

Poll and questionnaire



The 'Poll and questionnaire' module lets you create simple polls. You ask a question, provide possible answers, and let your users vote. The system then keeps a running tally of the results and visually displays the poll results. You can also specify how long the voting will run for.

Page tools >
My quick links



Allows users to store their own personal 'Quick links', helping them find/return to their favourite pages easily. This is superior to browser bookmarking, as 'Quick links' are attributed to the user and they are able to view their 'Quick links' from any computer.

Users can flag and sort their favourite pages for future quick reference.

Page tools >
Print this page
(up to 3 levels)



As well as being able to print the currently selected page, the print module allows the user to print every page in the currently selected sub-section and the section that it is contained within.

Content is accurately formatted to A4 without the unnecessary navigation and page tools included. Custom print style sheets (CSS) are created to ensure all guidelines info print correctly.

Page tools >
Email this page



Allows the user to automatically email an important or 'must see' page link (URL) to a friend / colleague and add comments.

Web statistics
analyzer



Ability to view full web statistics on those sections of the brand guidelines that are being used regularly and those that are not. Full integration and behavioural tracking assists you with economical management of content. All pages will be linked to Google Analytics for superior web statistics.

Search engine



The search engine dynamically finds search results, helping you separately sort through page content, document assets or images.

Sitemap and
alphabetised index



The **sitemap** and **index** tool displays all pages based on either site structure or alphabetical listings and provides a refreshing alternative to searching the entire site.

Multilingual
languages capability



So your global user groups and markets speak the same language, the system allows users to select and view content in their own language. The module includes any of the following languages: English, French, Spanish (with variants), Dutch, Japanese, Chinese, Russian, Danish, Swedish, Norwegian and Greek (other languages upon request).

For a personal demonstration, contact Robert Godino
robert@syn-rg.com.au (+61 3 9939 7978) or go to
www.brandtoolbox.com.au and select online demo.

syn-rg coordinate and manage all aspects of the Brand Toolbox® solution; from brief and scope, design and strategy, development and testing, to final implementation, training and support.