

# brand asset manager



MAXIMISING BRAND EQUITY

**Brands and Intellectual Property represent considerable investment and are amongst the most valuable of all corporate assets. Brand Asset Manager (BAM) provides the basis for organisations to transform how they produce, manage, use and re-use their corporate collateral and brand assets. The result: Protection and enhancement of brand equity, significant cost savings, productivity gains and increased market responsiveness.**

**BAM Provides collaboration and management of digital brand assets to:**

- Marketing Executives
- Brand Managers
- Product Managers
- Advertising Managers
- Sales Staff
- Partners and Channels
- Designers and Creative Directors
- Content Creators

**Examples of Brand Assets**

- Trademarks
- Brand Usage Guidelines
- Templates for Publishing
- Collateral
- Promotional Video Materials
- Archived Marketing Materials
- Past Proposals & Presentations
- Marketing Cases & Best Practices
- Marketing Project Templates
- Product Designs
- Annual Reports, Publications
- Training Manuals and Videos
- Images
- Video and Audio
- Corporate and Legal
- Technical and Medical
- Design
- Education and Human Resources

Most organisations realise the enormous cost and resulting value of creating, developing, managing and protecting their brand assets. Regardless of the size, nature or age of organisations, branding and the correct communication of the brand, both internally and externally, is a powerful marketing tool. It is therefore imperative that these assets are effectively managed on an ongoing basis.

At each stage of the supply chain, there is potential for loss, needless duplication and costly errors by organisations who have large and disparate collections of marketing assets that are produced by many internal or external personnel, stored ad hoc, and requiring various parties to email, fax, and distribute material resulting in numerous and incremental expenses.

Brand Asset Manager (**BAM**) serves as an advanced storage hub for an organisation's collateral. The system is accessible through a secure web browser, both over corporate networks and globally via the Internet. Key stakeholders get fast, easy, permission based access to current versions of the right brand assets. The solution epitomises the "produce-once-use-often" principle – thus, an asset, whether a simple graphic, flyer or an entire marketing project, can be readily retrieved and reconfigured for new assignments, normally at a fraction of the cost of internal or third party suppliers producing the item from scratch.

**BAM** is part of the Rumble RNI Enterprise Digital Asset Management product suite. This simple-to-use solution allows the user (via password protection) to store an asset into **BAM**, manage that asset via metadata and other administrative tools, and then permit other users to search and retrieve that asset for repurposing or end-use.

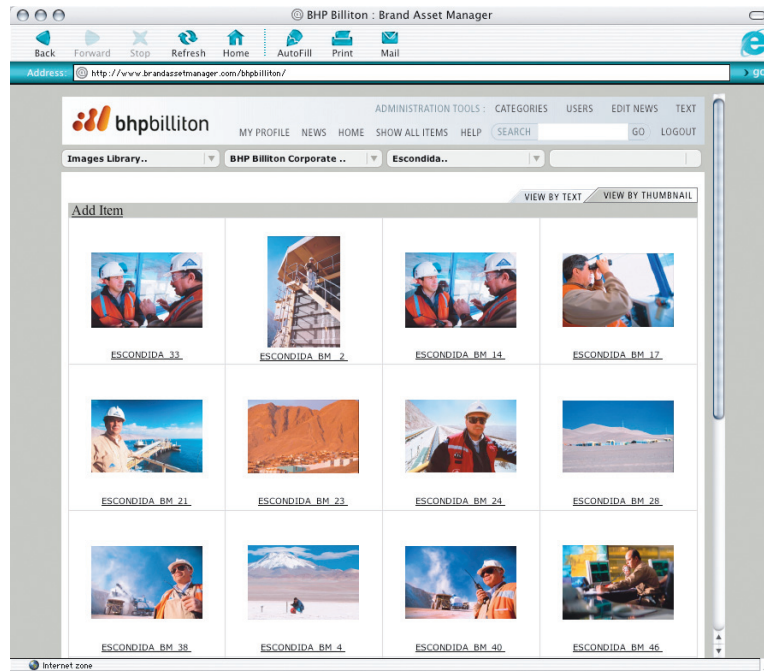


### The Value Created

Research organisation GISTICS estimates that 35% of all branding related expenses are wasted. As little as 1-2% reduction in marketing budget will normally result in “payout”.

### Workgroup Collaboration Module via – Studio Manager

- Team members are selected from a directory and invited to join Studio Manager via integrated email
- Participants are directed straight to relevant works-in-progress and advised of tasks required (e.g. markup by a designer, comment by a marketing manager or sign-off by a legal advisor).
- All works-in-progress submitted are automatically versioned – administrators can always roll back to earlier versions.
- Event-driven e-mail prompts drive the communication flow alerting follow-on users of next steps.
- Project administrators check the status of individual action items and overall projects – addressing bottlenecks before they occur. Email reminders keep deadlines from slipping away.
- Security controls ensure that contributors only assess the materials they are authorised to view.
- Previous, successfully executed projects can be quickly recalled, (including content and team members) for re-configuration. You'll hardly need to start a project from scratch again.



Advanced multiple search options allow you to quickly find, preview and access the right version of the right asset.

**BAM** is not simply a database, library or file storage system. Integrated services include:

- Extensive Descriptive Data (metadata) is captured describing every brand asset, whether it's a graphic, layout template or promotional video (e.g. its origins, its version, its purpose and its relation to other assets).
- Multiple Search Options allow users to quickly find the one-in-a-million asset they require. Options include intuitive keyword searches, advanced Boolean (e.g. who created an asset and when), and navigation through logical content hierarchies.
- Rights and Permissions can be specified down to the level of individual category and user. A particular group of users (such as a sales force), while not permitted to alter or copy a sets of marketing collateral, may be permitted to view and download.

**BAM** removes the expensive, inefficient and slow business-to-business process centered on the use of the phone, fax, email and courier service, and transforms the way you manage

and communicate your brand assets. This process ensures brand-use consistency and assists in building brand equity value.

**BAM** is compatible with all products built by Rumble Group. Furthermore, Rumble Group can assist in the creation of API's in order to link **BAM** and other software products used by your organisation.

**BAM** is available as either a hosted (ASP) Model or as Licensed Software, thus allowing an organisation to achieve a substantial return on investment from a capital expense or operating cost perspective. Professional services offered include a full suite of consulting, ingestion, customisation and much more.

Combining Brand Asset Manager with Studio Manager, Rumble Group has collectively formulated an enterprise wide Asset Management solution.

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