

# studio manager

WINDOWS PLATFORM

**Studio Manager, an online collaborative workspace allowing you and your creative teams to collaboratively create new brand assets based on new and existing content, manage workflow and authorisation, create an audit trail and to maintain consistency and control of your corporate identity.**

**Studio Manager allows the Brand & Marketing Manager to:**

- Improve communication between all teams globally
- Reduce error and rework, thus increasing productivity
- Achieve significant cost-savings throughout the campaign process
- Deploy brand-consistent messaging across both traditional media, such as print or broadcast, and new media channels

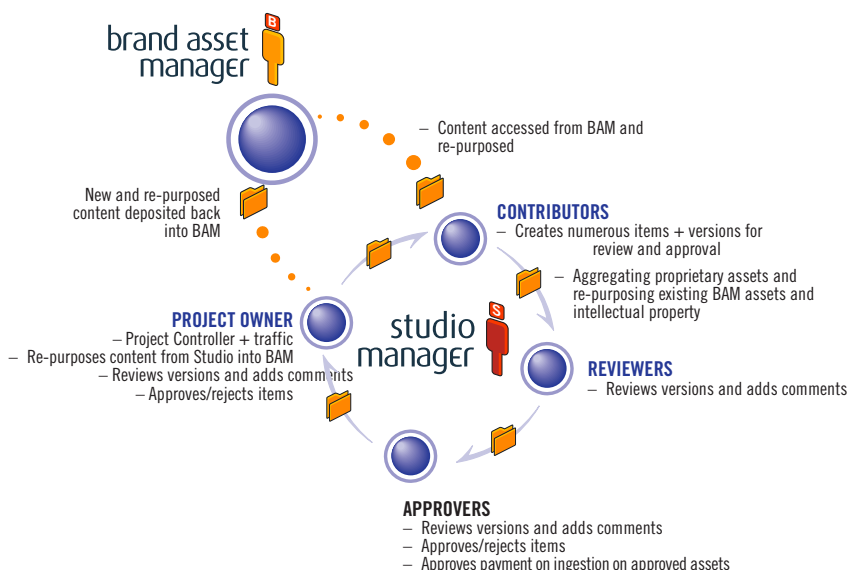
**Examples of Brand Assets that can be created using Studio Manager:**

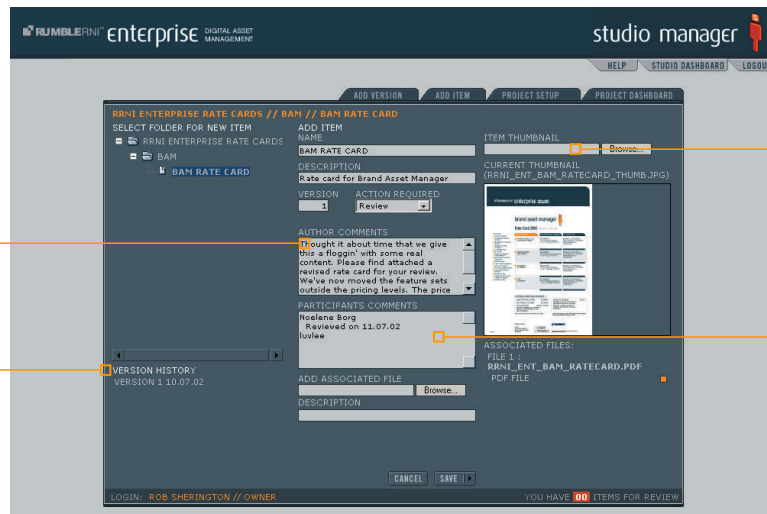
- Logos
- Strap Lines
- Advertisements
- Images
- Templates for Publishing Collateral
- Promotional Video Materials
- Archived Marketing Materials
- Marketing Project Templates
- Product Designs
- Annual Reports, Publications
- Training Manuals
- Video and Audio
- Corporate & Legal Documents
- Maps
- Education Curriculums
- Staff Newsletters

The creation of a brand element is the most important phase of any brand strategy and is often overlooked due to time restrictions, low budgets and lack of resources. **Studio Manager** is an online collaborative environment that provides work tools for organisations and their third party suppliers to utilise existing assets, originate new ideas and simplify their workflow. The result: Quick response to market, clear audit trails and version control creating a superior brand.

**Studio Manager** improves an organisation's brand equity by enabling collaboration and increases marketing effectiveness. This web based studio enables virtual teams to collaborate on numerous projects and thus, reduce time to market. By having your creative agency create all brand assets in Studio Manager, you regain full ownership and control of your organisations brand, thus, enhancing quality of final deliverables assuring compliance and currency of material.

**Studio Manager** is an online tool for internal and external groups and staff to create/modify brand elements in an environment that promotes audit trails of approvals, commentary, feedback and versioning. **Studio Manager** supports numerous files and permits the Project Owner to check in (and check out) assets into a Brand Asset repository for the organisation to repurpose. This online creative studio replaces conventional methods of briefing staff to commence projects in one geographical location, laborious checking of projects status, manually reviewing and approving/rejecting work as all participants – contributors, reviewers and approves work together in a single totally secure area.





#### AUTHORS COMMENTS

Requesting the reviewer to review or approve the uploaded asset

#### VERSION HISTORY

All works-in-progress are automatically versioned. You can easily rollback to earlier versions.

#### THUMBNAIL AND ASSET DOWNLOAD

Thumbnail and download file of the stored asset

#### THE STUDIO

Participants, having submitted works required, notify relevant approvers/reviewers and make comments

### Workgroup Collaboration via 'The Studio'

- Team members are selected from a directory and invited to join 'The Studio' via integrated email
- Participants are directed straight to relevant works-in-progress and advised of tasks required (e.g. mark-up 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.

**Brand Asset Manager** and **Studio Manager** work together to give the user maximum return on investment in creating and managing your brand elements, therefore, give ownership of your brand back to the company and not to your advertising agency.

The 'Studio' function allows the creation of "virtual teams" around branding projects of any scope (whether just to review a brief or produce materials for an entire campaign), to the level of individual asset and user. A particular group of users (such as a sales force), while not permitted to alter or copy assets.

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

**Studio Manager** is available as either an ASP or in-house licensed model, thus allowing your organisation to choose how to maximise return on investment. Professional services offered include a full suite of consulting, ingestion, customisation and much more.

**Studio Manager** is part of the Rumble RNI Enterprise Digital Asset Management product suite. Combining Studio Manager with Brand Asset Manager, Commercial Distribution Manager, and Information Distribution Manager, Rumble Group has collectively formulated an enterprise wide Asset Management solution.

### Studio Manager Features:

- Enables project owner to distribute a design or technical brief online
- Allows content gathering, imagery, copywriting, etc
- Handling of multiple file types
- Versioning + Version Control
- Ability to assign participants at various levels
- E-mail capabilities
- Logging of requests, rejections and/or approvals
- Ability to view multiple projects from one single interactive dashboard
- Permits online approvals/declines
- Real Time & Archiving capabilities
- Compliant for Mac & PC operators
- Audit Trails and Cost Analysis

### Benefits of Studio Manager:

- Totally secure
- Improves an organisations brand equity
- Enabling collaboration, improved brand integration and increases marketing effectiveness
- Enables virtual teams to collaborate on numerous projects
- Reduces time to market
- Improves communication between all teams globally
- Reduction in error and rework, thus increasing productivity
- Significant cost-savings throughout the campaign process
- An enhanced ability to deploy brand-consistent messaging across both traditional media, such as print or broadcast, and new media channels
- Illustrates clear accountability

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