



## Rumble Helps Brand Sydney Festival

Nov 2005 – Sydney Festival, one of the most eclectic and popular cultural festivals in the world has implemented Rumble's Brand Asset Manager solution to provide hosted storage, management and retrieval of digital assets.

Sydney Festival is an annual cultural event that brings over 100 international and local performers to celebrate summer in Sydney and has become the iconic brand of summer entertainment in Australia's largest city. As with all major cultural events, the Festival has a requirement to actively manage a large number of visual assets and to make them available to many internal and external parties. To meet this requirement, the Festival has recently implemented the Brand Asset Manager solution from Rumble Australia, a leader in hosted digital asset management systems.

Brand Asset Manager is a hosted digital asset management system designed to cater for the specific requirements of marketing and brand professionals. The system provides Sydney Festival with a centralized on-line repository of their brand assets and management and distribution of these assets from Internet browsers. The system is used to store sponsor logos, digital images of performers, marketing collateral, signage and a host of other multimedia items related to the Festival. The system increases the productivity of internal staff by allowing them to rapidly search, re-use and distribute digital items both internally and to outside parties. Partners such as media organisations use Brand Asset Manager to browse, access and download appropriate Festival images straight to their desktop.

According to Jane Glasson, Corporate Marketing Executive for Sydney Festival, the decision to enter into a three year agreement to use Brand Asset Manager was driven by a number of factors. "Even though the Festival runs for less than a month every year, it takes over 12 months to plan and prepare. In the lead up to Festival time Marketing is constantly compiling images which then need to be distributed to various suppliers to produce artwork using the correct images and logos. The approval process for all our collateral, images and logo usage is a complicated process involving hundreds of companies and sponsors both in Australia and overseas. We needed a system that allows us to accurately manage this process, one that is very easy to operate, provides secure access to authorized users and is available 24/7. Brand Asset Manager is the perfect solution."

An additional requirement of the Festival was that the system be provided as a managed service. Ian Marks, the Festival's Accountant and IT Manager explained, "Our annual budget is dedicated to the performance side of the organisation and therefore our internal IT resources are limited and always stretched. Outsourcing the management of our brand assets to Rumble not only makes sense from a resources basis, but also is much less expensive than buying and managing servers, software and support internally.

Implementing Brand Asset Manager has increased Sydney Festival staff productivity, reduced the time and cost of managing and distributing brand collateral and plays a small role in ensuring the continued success of this important and popular cultural event.

### **About Sydney Festival**

Sydney Festival is Australia's largest and most attended cultural event. Its vast array of indoor and outdoor presentations attracts an estimated 1.5 million people annually. The festival is a cultural celebration of Sydney in summer and has become synonymous with the energy, style, spectacle, sophistication and cosmopolitan flair which so quintessentially defines Sydney.

### **About Rumble Australia**

Rumble is a global digital file management software developer and service provider with operations in Australia and the US. Our flag ship product, Brand Asset Manager transforms the way organizations produce, manage, use and re-use their corporate collateral and brand assets. Since 2000, Brand Asset Manager has helped protect and enhance the brand equity of large enterprises including ING, BHP Billiton, Caltex, Smorgon, Laminex, Servcorp, HBF and others.