

BrandMaker Solution Series

Brand Management & Localization

How regional teams and partners localize marketing assets within global brand guidelines



BrandMaker

Overview of BrandMaker for Brand Management & Localization

Global marketers are the stewards of their brands around the world. That means they need to equip their teams and partners to apply the brand in myriad ways as they personalize customer engagement. But at the same time, they need to know how the brand is being used across geographies, and across campaigns, and that compliance with company and legal requirements is maintained.

That's why BrandMaker designed a brand management and localization solution that gives your global team the flexibility to adjust the brand to meet local needs without having to sacrifice precious time or agility with never-ending emails about brand use and specs.

For the first time, you have the visibility to always know that all your content is up-to-date, correct, within brand guidelines, and compliant with legislation around the world. And your distributed team has the freedom to create great content.

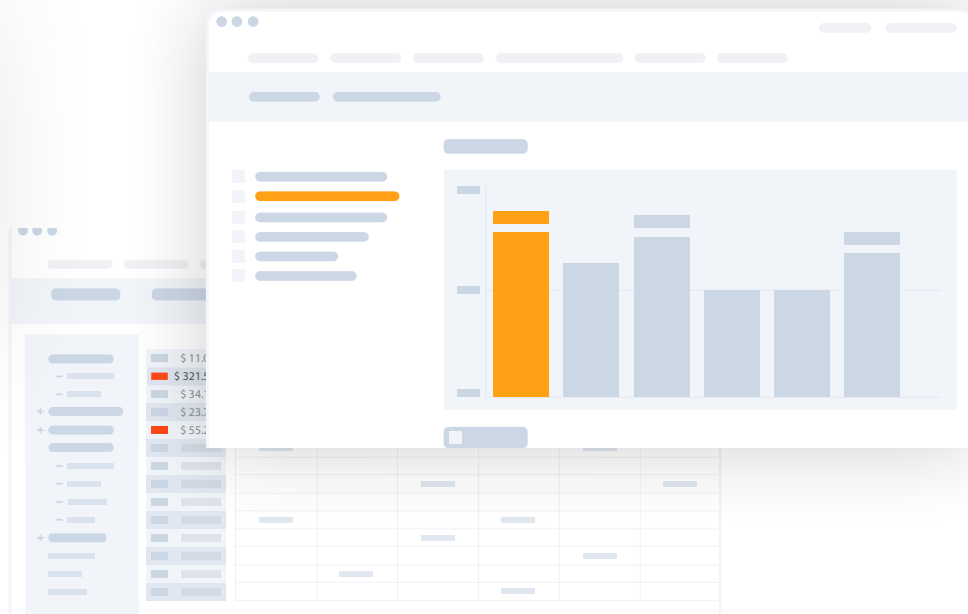
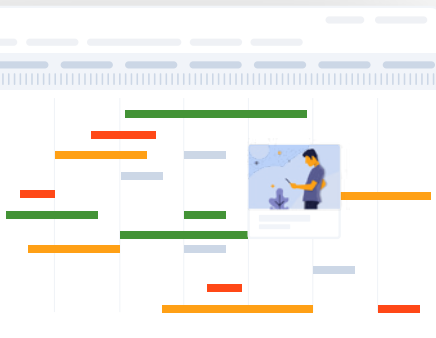
That's not a dream. It's what you're in marketing to do.

Our solution is based on the following BrandMaker products

Digital Asset Manager

BrandMaker Brand Portal

BrandMaker Fusion



BrandMaker Helps You Unleash Your Marketing Superpowers...

**...by managing
complex
portfolios
worldwide**

To effectively manage a global brand, marketers need a system that can unify the complexity of product portfolios to respond to localized needs while maintaining brand integrity and incorporating proven tactics.

**...by impro-
ving brand
consistency**

A global brand must remain consistent from central repository to local expression, from one language to another, and from one culture to another. This requires a central system that allows for local adaptation within pre-established guidelines – without weeks of back-and-forth emails and negotiations!

**... by elevating
the customer
experience**

Personalization of the brand experience to the specific needs of targeted audiences, sometimes of target individuals, is an opportunity to heighten the customer experience. This becomes a competitive advantage when coupled with response times that cannot be achieved without a centralized system.

What You Gain

Global marketers gain certainty and clarity about how their brand assets are being applied on four levels - for each product, each campaign, each medium, and each geography.

Now you can:

- Gain agility by shortening the time needed for approvals and content production
- Build alignment with the sales team by giving them greater access to content they can tailor for each prospect
- Be confident that brand and product information is correct, within brand guidelines, and compliant with legislation.

What You Can Do

With BrandMaker you can:

- Increase local freedom and efficiency by enabling local teams to adapt any element of global content for multiple local applications without layout software or design skills
- Maintain control over corporate identity by specifying the level of customization in rule-based templates for employees, partners, and local freelancers
- Ensure compliance with corporate design guidelines while allowing local freedom in how materials are used with rule-based templates
- Equip field teams and channel partners with the most relevant digital assets using the mobile app
- Get to local markets faster using standardization and automation features
- Update content when it changes with automatic replication to all existing journeys
- Publish content directly to your relevant social media channels
- Provide all online campaigns with unique IDs and tracking codes for automated performance evaluation
- Equip sales with nurturing programs that let them stay in touch with their prospects
- Use wizards to simplify the path to finding the best fit content and campaigns
- Get insights into business drivers and pains by understanding content consumption
- Build journey maps for different customer personas using tags to better understand potential needs.

Our Customers

These companies rely on BrandMaker for marketing resource management.

In fact, BrandMaker is trusted by more than 300 companies and over 300,000 users around the world who are responsible for over 2 million pieces of content and \$20B in marketing spend, including:

20 leading banks including UBS and Deutsche Bank

20 leading manufacturers including Zeiss and TMD Friction

10 leading automotive companies including Porsche and Daimler

10 leading life science companies including VWR International and Bayer.



What Clients Say

Marketers are sometimes surprised to realize just how established BrandMaker is, with hundreds of global clients on nearly every continent. But that just reflects our style to focus on promoting our clients more than ourselves.

It's not surprising, then, that BrandMaker clients give us a 4.5 (of 5.0) satisfaction rating according to Capterra, far ahead of the client experience of other systems.



“BrandMaker has enabled us to make our marketing material available quickly and easily at all locations and for our sales companies worldwide via a central platform.”



Dimitrios Koulakiotis,
Head of Tools & Infrastructure,
Corporate Brand and Communications,
ZEISS



Impact You Can Have

BrandMaker Can Deliver

Up to

45%

less time for
release processes



Up to

30%

reduction time
producing your
brand assets

We Will Help You Reach Your KPI Goals!

Why we are here

BrandMaker gives global enterprise management the ability to run their internal marketing operations more effectively so their external marketing can have bigger business impact. Our mission is to equip the marketing leaders of the world's largest companies to be the business-building powerhouses they need and want to be.



About BrandMaker



With offices in the US, UK, and Germany, BrandMaker is a fast-growing firm with over a decade of global enterprise experience and over 170 enthusiastic employees.

BrandMaker was founded in 2008 to tame the complexity of enterprise marketing management. With our European roots, equipping companies to work across silos, cultures, and borders comes naturally. Integration and agile collaboration are in our DNA.

The BrandMaker Solution Framework



How we work

BrandMaker is particularly helpful for senior marketing directors such as the CMO, head of digital marketing, and head of marketing operations.

Our scope and depth deliver visibility and efficiency throughout the marketing department. Customer service is a matter close to our heart with the highest priority at BrandMaker. That is why our clients stay with us more than 5 years on average. Accordingly, Forrester and Gartner recognize BrandMaker as a leader in providing Marketing Resource Management (MRM) solutions.

Unleash Your Marketing Superpowers!

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