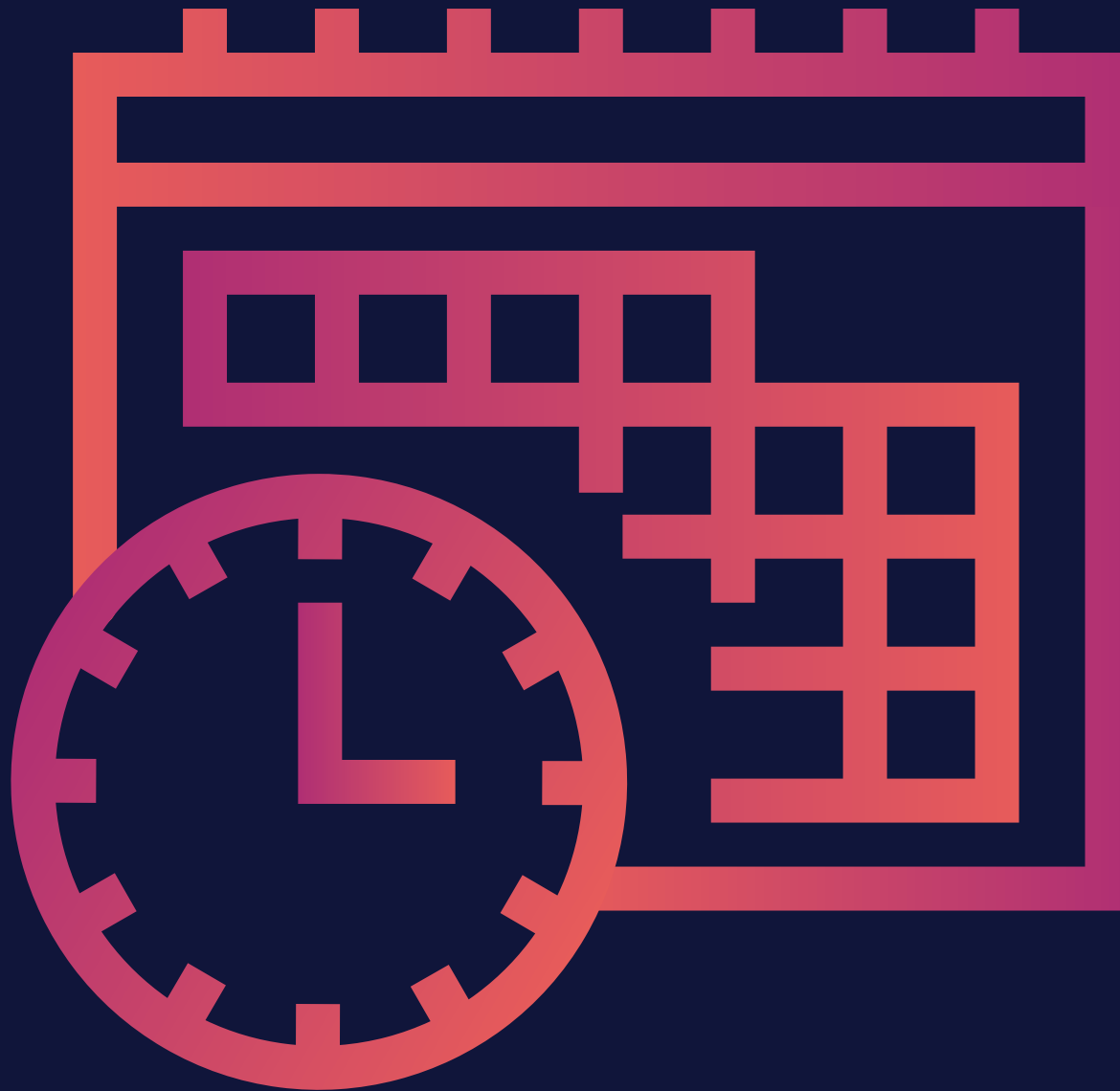


BrandMaker Solution Series

# Campaign Planning & Execution

How marketing managers save time and money while improving campaign effectiveness



BrandMaker

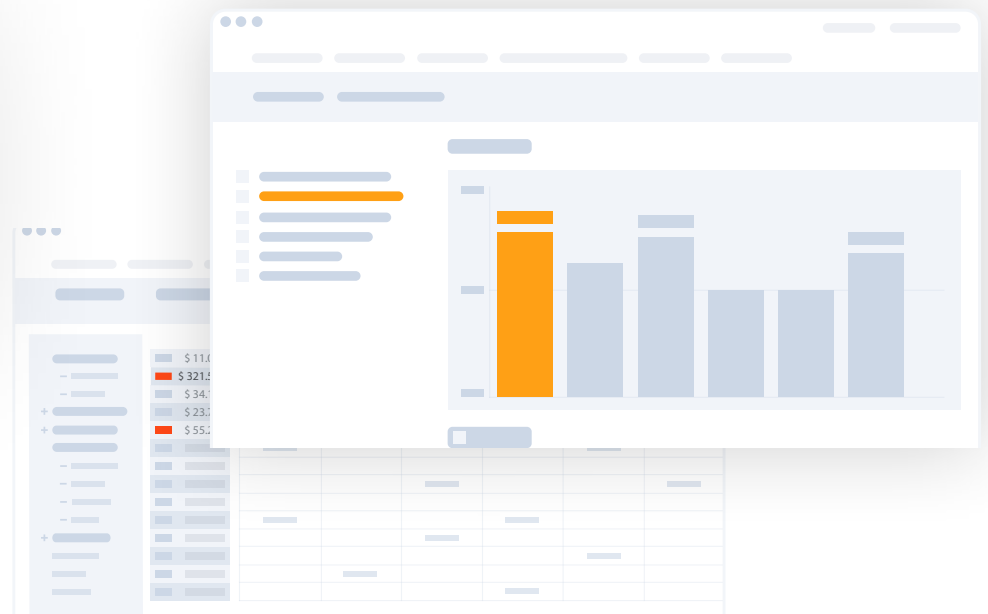
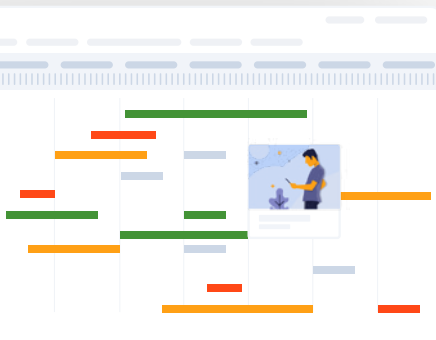
# Overview of BrandMaker for Campaign Planning & Execution

It's not your imagination. Marketing has gotten harder. Marketers at large companies today are managing twelve times as many agencies and six times as many projects – but with just one-sixth the time to complete them!

That's why BrandMaker designed a campaign planning and execution solution to streamline project management across multiple geographies, individuals, and agencies with a single, central point of information and direction.

For the first time, you can get on top of your campaigns with the visibility to see what's happening anywhere in the world and the agility to manage it real-time.

## Our solution is based on the following BrandMaker products



# BrandMaker Helps You Unleash Your Marketing Superpowers...

## **...by accelerating time to market**

Planning and execution cycles in marketing continue to get shorter and shorter as companies, and their marketing efforts, seek to respond rapidly to market changes, to reach more specific audiences, over more channels, with a more specific message.

## **...by managing multi-channel campaigns**

The answer to a more complex channel strategy must be a simpler way to manage the campaigns, especially on a global basis when you also have brand and localization complexities. For maximum efficiency and quality, marketers need a system, including real-time reporting, that allows them to be the master of the campaign.

## **...by implementing workflows without borders**

A global marketing organization means intertwined tasks are being accomplished, well, globally, which invites errors, duplication of effort, and inefficiency without a central, coordinated, managed resource that engages the right resources at the right time.

# What You Gain

With BrandMaker, global marketers can save time and money while improving effectiveness in running campaigns and other marketing projects across multiple geographies, individuals, and agencies.

- Marketers can increase their agility and efficiency by shortening production cycle times and reducing project cancellations and agency iterations.
- In dynamic marketplaces, marketers can increase their agility and responsiveness by transforming traditional waterfall processes to Kanban agile workflows.
- Marketing operations can be optimized and scaled more easily by imbedding best practices within the system, so they get from managers' heads into the system.

# What You Can Do

With BrandMaker you can:

- Align your daily operations with your overall marketing strategy so you avoid wasting resources on non-strategic activities
- Trigger execution processes from the marketing plan to help keep your team focused on the bigger picture
- Divide and conquer your teams tasks by assigning work and maintaining calendars more efficiently than you can by emailing spreadsheets
- Manage team members better with the visibility to filter just the campaigns and activities each is managing.

# 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.



**TMDFRICION**  
A NISSHINBO GROUP COMPANY



**VWR**   
INTERNATIONAL



# 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.



"We can plan the next campaigns much more efficiently and successfully."



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

"BrandMaker has given us an essential window into the operation of our marketing department, to manage our workflow and understand how to improve. Transparency and consistency are the two biggest benefits we've received."



**Jacqui Gilchrist**  
Senior Director Americas Marketing,  
ProQuest



Impact You Can Have

## BrandMaker Can Deliver

up to

**50%**

reduction of the cycle times of standardized jobs



up to

**30%**

reduction in time spent on producing materials



up to

**30%**

decrease in agency iterations

up to

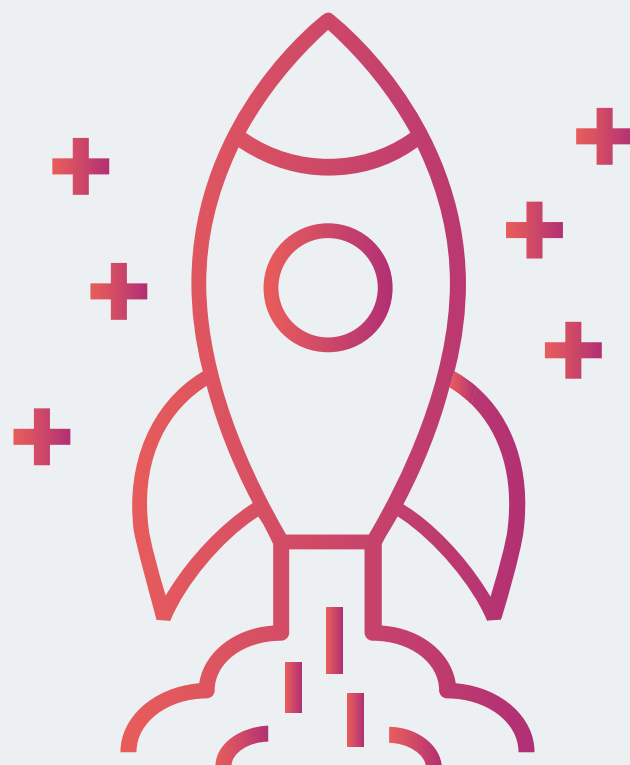
**60%**

reduction in the number of project cancellations

## 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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