

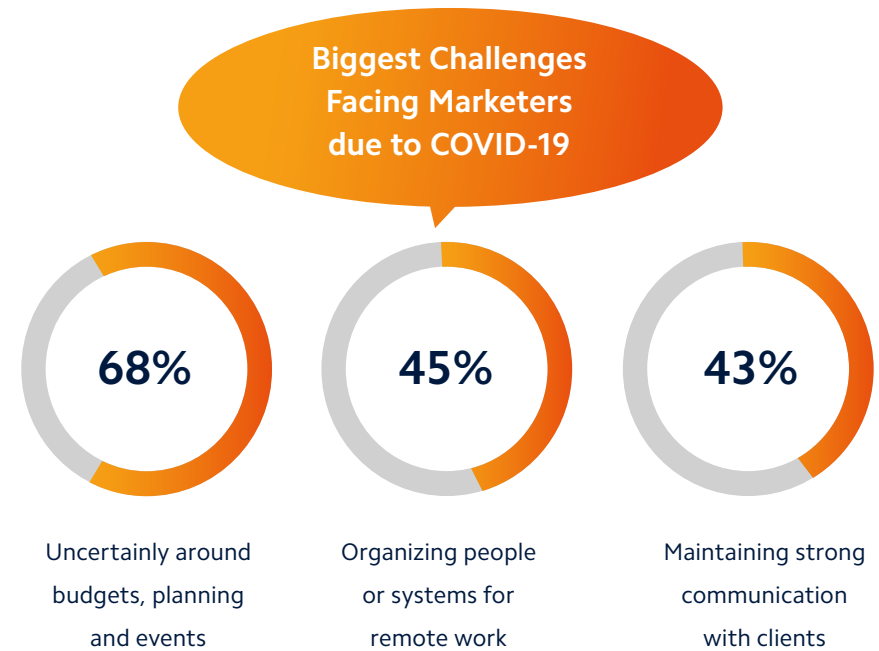
# 5 Reasons Why you Should Rely on MRM in Times of Disruption



COVID-19 Situation

# Marketers are Facing New Challenges

Global marketing teams have never been confronted with an international crisis like this pandemic. The path forward is uncharted. As an illustration, in a survey conducted by Marketing Week and eConsultancy, 45% of respondents said they were preparing for remote work. Of course, in the ensuing weeks, offices closed.



Source: eConsultancy and Marketing Week © March 2020 The Financial Brand

Especially in crisis situations, powerful marketing systems like MRM are a decisive competitive factor. BrandMaker's inherent connectivity allows global brands to react quickly, and from remote locations, to unanticipated market conditions.



## Budget Planning & Management

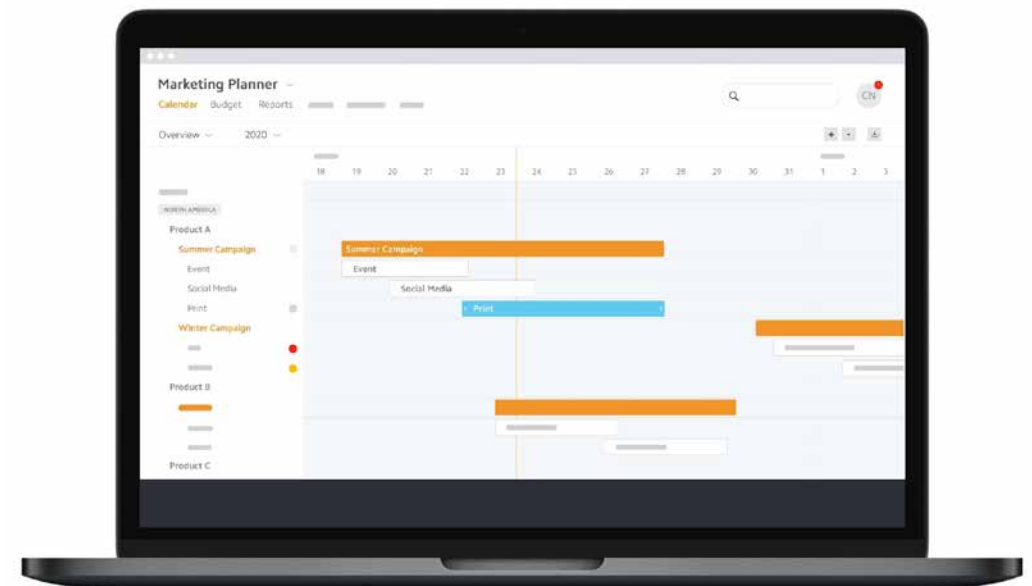
# #1 Reallocate Budgets in Real-Time Globally, Regionally, and Locally.

You must react quickly and replan marketing activities on short notice.

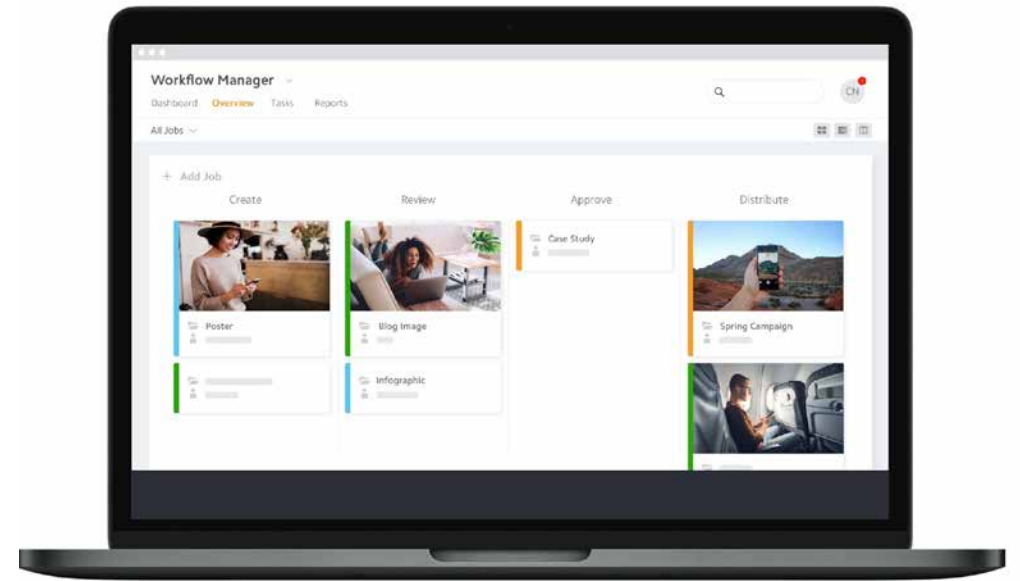
- Identify when and where budget balances remain
- Determine and implement real-time changes as needed

### Central budget planning with visibility in real-time:

- ✓ Understand what marketing expenses have are budgeted, committed and consumed - globally, regionally, and locally
- ✓ Assess need and plan for redistribution to address rapidly occurring opportunities and liabilities.



# #2 Adapt Campaign Plans Across Multiple Regions and Control Workflows Automatically



Country markets and product sales collapse, communication platforms and channels disappear, target groups change their media usage behavior, and planned and running campaigns threaten to amount to nothing.

### Automated campaigns enable you to:

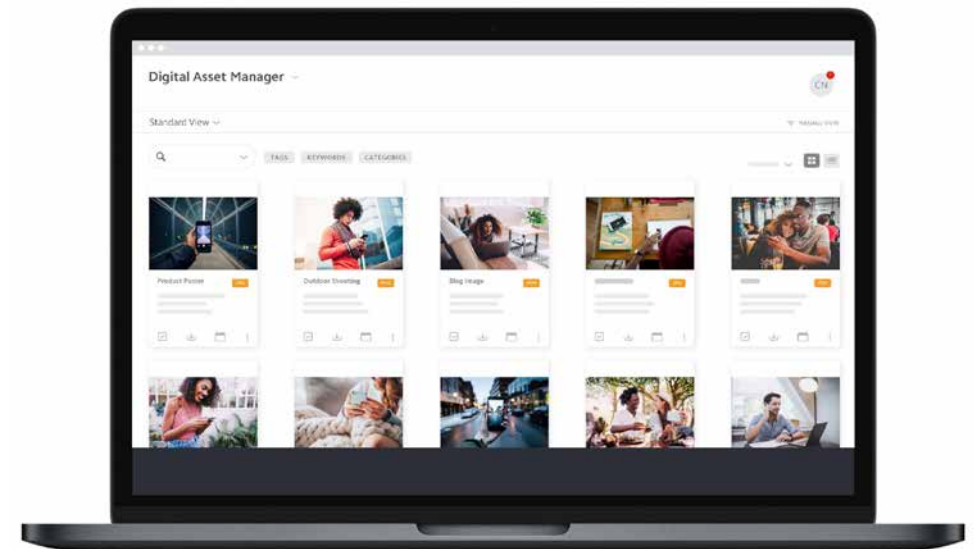
- ✓ Quickly and flexibly set up and implement marketing activities and projects
- ✓ Automate all jobs based on predefined workflows
- ✓ Flexibly adapt the printing of marketing materials locally or increase online marketing activities.

# #3 Update and Create Content More Efficiently Through a Central DAM System

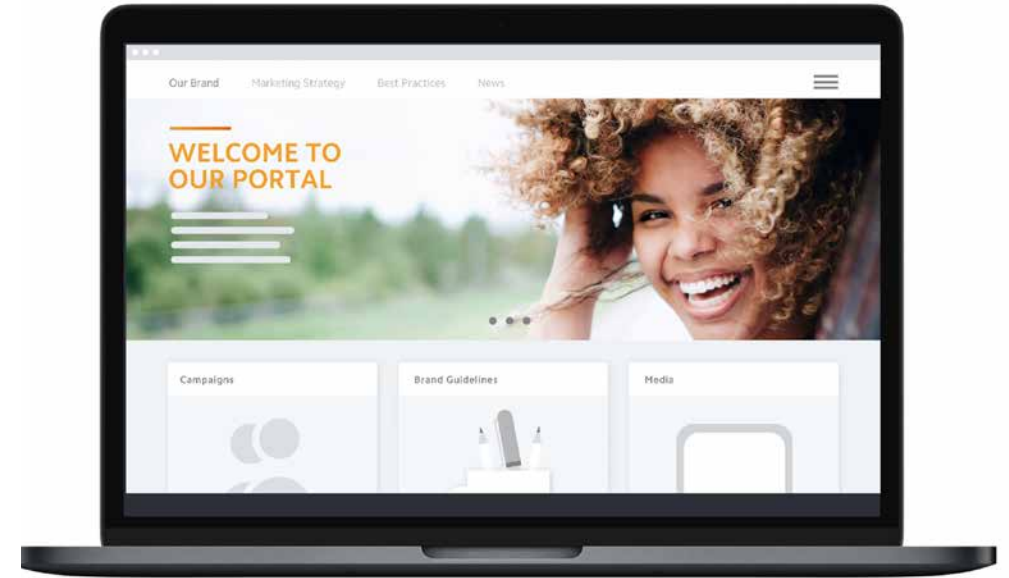
In crisis situations, extreme sensitivity is required in communicating with certain topics, markets, and target groups. Campaign messages and content often must be completely changed, immediately.

## MRM systems:

- ✓ Respond to conditions rapidly by creating new content in that brand complaint and is instantly available to external service providers such as agencies
- ✓ Accelerate production and distribution processes through automated release.



# #4 Create New Marketing Materials Quickly Available Worldwide



Global brand consistency is essential in times of crisis where rapid response is required.

### **Brand portals provide:**

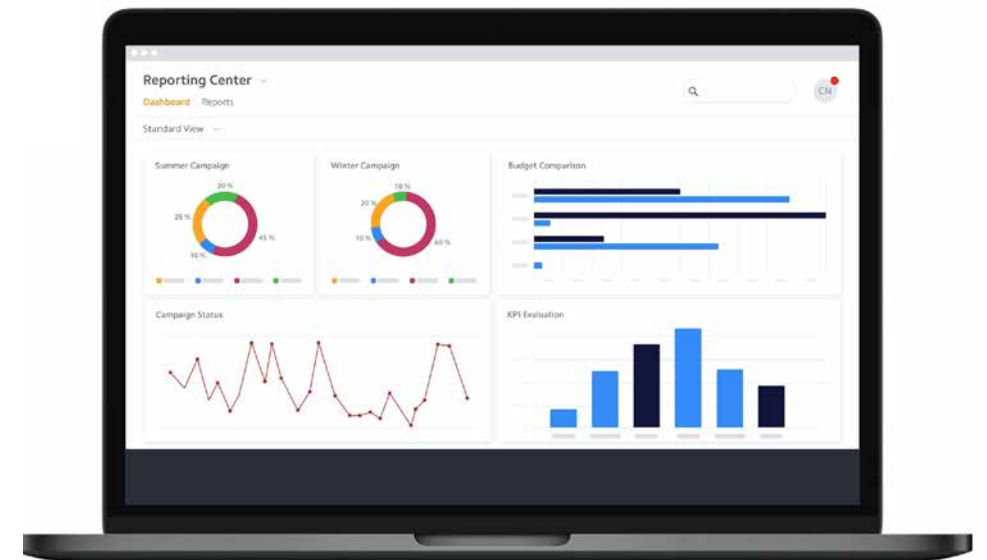
- ✓ Adapt marketing materials quickly to the different needs of local markets, target groups, and communication channels
- ✓ Ensure the adaptation and prompt distribution of needed marketing materials via one central platform

# #5 Measure and Optimize the Impact of Campaign Changes in Real-Time

It is essential that marketing in an international crisis be effective. MRM provides the essential measures to understand and improve performance.

**The Reporting Center provides the tools you need to:**

- ✓ Get a 360-degree view of all marketing activities and their performance vs KPIs
- ✓ Monitor performance and continuously improve marketing efforts through analytical dashboards.



# Agile Marketing Operations



The greatest benefit that MRM brings to global marketers is connectivity - allowing the marketing department to stay ahead of the curve, making real-time decisions to communicate sensitively and effectively globally, regionally and locally.

- **100% transparency** on all budgets
- **Faster time-to-market** thanks to automated workflows
- **30% time-saving** in content creation
- Significantly **lower agency costs** due to reduced local effort
- **Increased ROI** through more targeted measures



# Unleash Your Marketing Superpowers!