Protecting your most valuable asset

Elevating brand management with digital asset management (DAM)

Your brand, or suite of brands, is your most valuable asset. You've spent money, time, any̲ou've done before. When a competito

people are more likely to stay with you because of good past experiences.

Brand is everything. Business survey respondents reported an average of 33% revenue growth if they maintained

store legitimately your product...or is it some sort of knockoff? If your website's design doesn't match the style of the display ad they clicked to go there...have

Branding across the world

The same pitch, media, and even product may not perform the same way across borders. After all, marketing is the act of speaking to people's specific needs, pain points, and experiences. While human beings have a great deal in common, there is also great diversity in the way we communicate and engage. Every market is different. Your efforts need to account for that variation. That means regional localization of packaging, content, web presence, etc.

As a result of all this variation, there can be a splintering effect where local campaigns create their own content guidelines that aren't necessarily being conveyed back to and approved by central branding. New assets may be created from scratch by organizations in specific countries that don't align with global brand guidelines or policies.

Separating the pieces for easier customization and control

One key innovation that makes managing disparate regional marketing easier is the "atomization" of content. This is the practice of circulating content to sales and marketing orgs as building blocks rather than finished pieces. Instead of handing out the same asset to everyone, that asset is split into components like the logo, photography, graphics, and fonts. This makes it much easier to build regional variants rather than forcing each market to reinvent the wheel (possibly breaking the rules or making mistakes in the process). Is the standard photo not going to work in a region for some reason? The logo, graphics, and font are all easily deployed to the new photo to maintain the brand.

A DAM that handles atomized assets well can be used to share visual components in a form that is easy to customize. Built-in asset tracking and integrations with analytics can allow auditors to trace back what was used when, paired with metadata describing how well it performed. Enterprise DAM products can include integrations to design applications that automatically record usage data as assets are pulled in to, for example, Adobe Photoshop. Local organizations can drop assets they've created within the same DAM to get approvals back from the home office, so that everyone's on the same page. When key assets get replaced, a system that tracks who's used previous versions makes it easy to broadcast an announcement of the new assets to the people who need it. Integrations to design applications can allow a DAM to automatically update all those designs with the latest version as well, eliminating the manual work.

Branding beyond the box – managing a customer base hungry for content

A brand is so much more than a logo, packaging, and a website. The most successful brands give customers a reason to engage, binding up their personal identities to the brand in order to increase retention and breed advocacy.

Doing that in the modern era means content, channels, and conversations. Your brand doesn't just live in mediums that you control. It has to perform (and stay consistent) on platforms with their own rules, cultures, and trends, such as Twitter, Instagram, and YouTube.

A DAM solution can enable asset creators and brand managers to maintain control across disparate channels by serving as a single source of truth and repository for atomized assets. Built in approvals management and the ability to limit access to only the appropriate assets for a person's role can dramatically reduce the risk of rogue content.

> "My future roadmap is to put anything we can into the OpenText DAM. I want everything to be in there, whether it's audio or video, even some stills and graphics. I definitely see in the future that it all comes together on one platform."

Dustin Lamendola
Director, Production and Event Presentation, San Jose Sharks

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Resources

Digital Asset Management ›

Keeping track of temporary assets

Another important consideration in brand management is that you may not own all the components that are used to push your brand. Assets like quality badges, awards, standard, certifications, etc are created and provided by outside organizations. If the provider changes the design or changes your status within the program, you need a way to easily update that asset everywhere it has been deployed. Another example is celebrity tie-ins and cross-promotional agreements with other companies. Contracts dictate that things start and stop at very specific times, with severe penalties for failure. Enterprise DAM can help you do that, maintaining relationships, avoiding penalties, and keeping your brand current.

A DAM to grow on

Brand management is just the tip of the iceberg when it comes to the use cases a DAM can fill at your organization. It is, however, a great place to start. A small team, a well-defined set of requirements, and a use for the solution that directly dovetails with their mandate.

Once the brand department is settled in, the right DAM (one that is adaptable to suit specific user groups' needs) will allow you to expand it easily to encompass other parts of marketing, design, even manufacturing and support. Not only are you getting more value from your DAM investment, you're also simplifying and maintaining the brand team's control over the asset library while making the tool available to more departments.

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