



BRAND MANAGEMENT TECHNOLOGY

A BRAND POINT MANAGEMENT PERSPECTIVE

EXECUTIVE SUMMARY

Brand management technology is vital for the efficient creation, effective deployment and confident expansion of brands in the marketplace today. Optimizing graphics workflows and the creation and utilization of brand assets through brand management technology encourages consumer brands to reach their full marketing potential through compelling and consistent brand experiences across consumer touchpoints globally. Brands whose assets and graphics workflows are inefficient and illogical suffer from a lack of agility, consistency and focus in their marketing materials. They waste time, money and other resources. And the result is missed opportunities for growth and less compelling, less consistent consumer experiences.

In today's challenging marketplace, brand management technology is obviously a good idea. But advances in the technology now provide additional incentives. Brand management technology interfaces seamlessly with large-scale enterprise management software; it has a well-defined implementation process; it quickly pays for itself; and its benefits are permanent, not temporary. This paper explains Schawk's insights into brand management technology's vital role in enabling compelling and consistent shopper experiences with the brand.

WHAT IS BRAND MANAGEMENT TECHNOLOGY?

Brand management technology is integrated software and services that help almost any consumer-facing company manage, execute and track the processes by which its brand assets are turned into marketing materials in multiple media. Logos, photography, illustrations, packaging labels, dielines, brochures, POS/POP, advertisements, presentations, sales collateral – these assets are the building blocks of brand development, and brand management technology helps ensure that they are leveraged fully, efficiently and profitably.

Brand management technology can carry out digital asset management, copy management, workflow management, soft (or online) proofing and reporting. Simply put, brand management technology is built around a sophisticated digital “library” that houses definitive brand assets and allows appropriate users access.

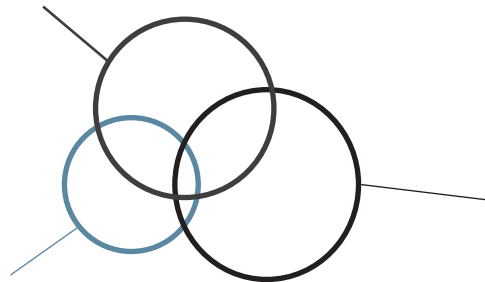
The technology goes further by housing dynamic project timelines and empowering in-house and vendor participants to execute all phases of a project on-brand, on-brief and on time, including strategy, design and execution across premedia and printing. It allows crucial participants – from brand managers to designers to legal counsel to printers – access to project materials at the right time for consideration and approval. And it issues reports on progress, asset use, even ROI.

BRAND MANAGEMENT TECHNOLOGY

is a combination of consulting, software and support.

CONSULTING includes analyzing workflow issues, setting goals and suggesting solutions.

SUPPORT includes installation, training and even management and operation by a third party.



ENTERPRISE SOFTWARE is the technical backbone of strong graphics workflow processes.

WHY BRAND MANAGEMENT TECHNOLOGY NOW?

Today's economy demands cost savings, efficiencies, accuracy, agility and speed to market. For consumer-facing brands, these can't be maximized without brand management technology, which brings full efficiency to the branded-materials process.

But because the economy is challenging, it demands that every expenditure be justified. A full brand management technology system can cost roughly \$1.5 million to \$2 million for a four-year license, including implementation, training and maintenance. This is a fraction of the cost of a PLM or ERP system – which consumer brands now consider a necessity – and a brand management technology system confers benefits that no other system can, while interfacing seamlessly with a company's other data management systems.

Brand management technology is especially powerful in ensuring consistency and efficiency for companies now outsourcing an increasing portion of their graphics workflow, as its features and functions – including tracking and reporting – engage all in-house and off-site contributors. And it can pay for itself in nine months for a CPG/FMCG, in a year for a pharmaceutical company (with pharma's stiffer requirements for regulation and integration with government and vendor databases).

Finally, it will pay benefits permanently. Once integrated, the system evolves with a brand's needs.

WHAT ARE THE SPECIFIC BENEFITS OF BRAND MANAGEMENT TECHNOLOGY?

The efficient creation, effective deployment and confident expansion of a brand are crucial in today's global marketplace. The following chart shows how brand management technology's benefits apply to those crucial stages.

STRATEGY	CREATIVE	EXECUTION	AT ALL STAGES
<p>For Branding (in-house), Design (in-house), Corporate marketing, Branding/Design agency partners</p> <p>Central library organizes briefs, early art, forecasts, spreadsheets, etc., and protects/organizes official assets.</p> <p>Sets project goals for time, costs, deadlines.</p>	<p>For Designers (in-house and agency)</p> <p>Organizes concepts, preliminary designs, logos, trademarks data, copy, photography, palettes, 3D</p> <p>Facilitates comments, annotations, changes, proofing and approvals</p> <p>Enables/executes</p> <ul style="list-style-type: none"> • Dynamic copy changes • Visual comparison (flashes differences between versions) • Remote proofing • Versioning/version control • Confident distribution of versions across multiple media and design stage. • 2D>3D mapping 	<p>For Branding, Legal, Regulatory, Quality, Manufacturing, Marketing services, Premedia partners</p> <p>Organizes final art</p> <p>Facilitates print-quality management, digital file distribution, final art approval, online proofing</p> <p>Ensures more reliable files</p> <p>Enables faster, more economical distribution of files</p> <p>Facilitates publishing of dynamic copy to multiple media</p> <p>Retains definitive versions so process can “loop back” and start again confidently, for new regions or markets globally</p>	<p>Enables/executes</p> <ul style="list-style-type: none"> • “Virtual roundtable” collaboration • KPI reports on asset use (who, how, why), cycle times, bottleneck causes, reasons for rejection, etc. • Calendar functions set deadlines and stop gates • Date rippling adjusts entire calendar to changes • Audit trail for visibility, verifiability and accountability • Sustainability at ALL phases through savings of multiple resources

3

EFFICIENT CREATION OF BRAND MATERIALS

Huge resources go into the creation of brand materials, which means this process can leverage – or misuse – resources in a significant bottom-line way. Here are details.

Asset recreation – Although brands depend on definitive (i.e., correct, approved and official) assets, often it's not clear which assets are definitive and where they reside – a frightening thought. When team members can't find an asset quickly, the inclination is to recreate it – and this costs time and money. It is widely estimated that 30 percent of all assets will be recreated, usually unnecessarily.¹ This is the opposite of efficient creation.

Asset searching – A typical knowledge worker spends 2.5 hours a day searching for information that isn't indexed, a huge cost to the company.² By comparison, content in a rich media management system takes 90 percent less time to locate.

Asset misuse – Many companies have had the experience of the wrong label reaching the printer. It's costly in many ways, including re-do expenses, lost time-to-market and even serious liability issues in this age of growing government regulation of all consumable products. And the use of outdated visual assets can also weaken or marginalize the brand in the marketplace. Brand management technology enables decision-makers to

designate definitive assets, copy and more, ensuring that wrong data is not used.

Asset distribution – E-mail is a notoriously imprecise way to transmit assets, and traditional shipping is slow and costly. Many corporate e-mail systems have a limit on file sizes coming in from the outside, and most art files are too big to squeeze through. Also, large e-mail files often get corrupted during e-mail transit even if they do arrive. Large files also slow down the networks on both sides.

By contrast, distribution over a secure network is dependable, immediate and essentially free after implementation of the network.

Proof shipping – From creative concept to delivery to the printer, artwork goes through multiple review cycles within each stage (concept, production and premedia). With brand management technology, proofs can be viewed, annotated and approved directly through a web browser – even simultaneously by multiple users – greatly reducing cycle times and shipping costs.

Sustainability – The savings of resources in paper, printing and shipping has an immediate and long-term environmental sustainability effect, in addition to representing long-term annual cost savings.

¹ Digital Publishing Solutions Magazine, January, 2008.

² “The High Cost of Not Finding Information,” white papers, IDC/LexisNexis, 2001, 2008.

EFFECTIVE DEPLOYMENT

Brands that can “see” the whole process of bringing materials to consumers are much more successful. Brand management technology gives insight into the process.

Project management – In the absence of an electronic workflow solution, a combination of project managers and ad hoc software – such as spreadsheets or some type of database – is tasked with trafficking files for review and approval and keeping the bigger picture in view. Brand management technology organizes managers’ tasks and tirelessly tracks project progress, along with full audit histories. These benefits are crucial for the deployment of brands with multiple SKUs across multiple geographies and myriad projects happening at once.

Speed to market – Every single benefit described so far leads to increased speed to market. Schawk has benchmarked a 20 percent to 30 percent savings in speed to market for its clients who adopt a brand management technology system.

CONFIDENT EXPANSION

In an increasingly demanding, global marketplace, success depends on the ability to deploy and re-deploy branded materials effectively across categories, channels and geographies.

Brand consistency – A central brand management solution linking regions and countries is a powerful force for brand consistency through the sharing of definitive assets and best practices.

Agility of marketing message – The ability to move faster and push projects through a structured workflow without sacrificing process controls enables a company to take advantage of market conditions and other opportunities. Beating competitors to market with new products is vital. This first-mover advantage allows a CPG/FMCG to capitalize on sales and establish its product as the category leader, which has significant long-term value.

Continuous improvement – Key performance indicator (KPI) reports are a real benefit of brand management technology, driving decisions and process improvements. Such reports are fully configurable and can include elapsed time between project milestones, identification of bottlenecks, reasons for rejections, etc.

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BARRIERS TO ACCEPTANCE OF BRAND MANAGEMENT TECHNOLOGY

There are various barriers to the acceptance of brand management technology. However, there are answers to each one.

Mistaken assumptions.

Despite provable benefits, there are barriers to the acceptance of brand management technology. Companies might assume that their broader enterprise management system can handle the distinct challenges of branded materials – but this is not true. Such systems are unable to synthesize the minute and demanding details around the efficient, agile creation of branded materials across multiple media, multiple consumer environments and multiple geographies. This is especially true for packaging, which is the most demanding, the most time-consuming and often the most regulated form of brand communication.

And other types of enterprise software can't do what brand management technology does. An enterprise content management system (ECM) or marketing operations management (MOM) system won't be responsive to the complexities and needs of the brand materials process. Campaign performance management and retail performance management software relate to specific stages of deployment after brand management technology has done its work. Mistaken assumptions about the capacities of these offerings are one side of the coin; the other is a lack of understanding of the power of brand management technology.

Proprietary management.

Technology managers may feel protective of their professional turf and resist embracing a system being advocated by brand managers, and they may suspect that such a system doesn't integrate quickly or completely with pre-existing systems – which is not the case.

Price considerations.

Procurement professionals might find the price tag high compared to the accepted costs of things like printing, but it's been proven that the systems pay for themselves quickly – and technology managers do corroborate that the cost is small relative to other crucial enterprise systems.

Resistance to critical implications.

And there may be a general resistance to one of brand management technology's core benefits – its ability to track individuals' performance within a project. Many companies have found that buy-in happens when the reverse is emphasized: that the system is excellent at identifying where more manpower is needed – where employees need help – to optimize efficiency overall.



How CPGs/FMCGs benefit

Consumer packaged goods brands are in a pitched battle with retailers over shelf space and share of wallet. These brands must be increasingly agile in their development and deployment of products, and their packaging must meet high standards for novelty, impact and informativeness. Brand management technology helps enable this by organizing, streamlining and strengthening the processes that create branded materials such as packaging, advertising, POP/POS and more.

And while CPGs/FMCGs are competing with retailers in many ways, there are new opportunities for collaborations, too. For CPGs/FMCGs, collaboration with retailers increasingly depends on responding quickly with packaging that meets retailers' short-term promotional demands. Brand management technology contributes vitally in this quick response.

And today, CPGs/FMCGs are looking for expansion on geographic lines. Brand management technology is crucial for ensuring efficiency and consistency of materials across distributed workplaces and wide geographies, with their diverse practical and cultural demands.



How pharmaceutical companies benefit

The stakes are increasing for pharmaceutical companies. They are paying more attention to the quality and consistency of their branded materials as these are more aggressively marketed. And as brand segmentation increases, with various over-the-counter versions, consistency must keep pace. Most crucially, health-related products must adhere to increasing government regulation, and this means label information must be error-free – even as packaging material meets the branding demands described above.

Brand management technology is developed specifically to handle these tasks.

SUCCESS FACTORS IN DELIVERING BRAND MANAGEMENT TECHNOLOGY

Many of brand management technology's benefits can be seen in light of the process of “selling it in” and implementing it. Here we'll consider some factors that are important in its acceptance at consumer brand companies.

The right people.

In-house, there must be an internal champion. Brand management technology is an enabler; the solution “happens” when there is internal “ownership” of the technology, its purpose and its benefits. There needs to be a C-level sponsor of the project. This paper so far has spelled out benefits that speak directly to marketing and technology decision-makers. But there also need to be advocates from several other divisions, subject-matter experts from branding, marketing, packaging, product development, research and design. In fact, it's also productive when the project team includes a skeptic or two, who can raise legitimate issues and force the team to sharpen their analysis of the right solution. These skeptics often become the strongest supporters when their concerns are considered and answered.

A clear process.

The basic business challenges must be defined – first internally and then with potential partners and the final partner of choice. An ideal process must be articulated, along with an explanation of the work behaviors that need to be established within it. Often, a company will have some pieces already in place; these must be analyzed and, if necessary, integrated with the new system. More broadly, the entire brand management technology system must be integrated with larger enterprise management systems. Implementation and training follows.

Capable, dedicated technology.

The actual technology must be chosen.

A successful system will encompass these core functions: digital asset management, copy management, workflow management, proofing and KPI (key performance indicator) reporting. Together these manage all appropriate assets, both visual and textual; they allow sophisticated proofing and annotating of the right versions; they encourage optimum workflow; and they report on all facets of the process, including asset use, participant contributions and issues, ROI, etc.

BRAND MANAGEMENT TECHNOLOGY AND BRAND POINT MANAGEMENT.

Companies are increasingly sophisticated in the processes involved in the full lifecycle of a brand, from the earliest strategy to the delivery of branded materials to consumers via multiple media and around the globe. This involves a constant effort toward integrating those processes to carry branded materials across strategy, creative and execution. Schawk has dedicated itself to brand point management, and defines it this way:

The strengthening of a brand through the delivery of compelling and consistent brand experiences that create greater affinity between consumer and brand. Brand point management touches all phases of a product's life – from ideation to design to market implementation – because all phases contribute to that moment of interaction between that consumer and the brand.

Brand management technology is crucial in this context.

- It promotes the powerful, accurate expression of the brand's strategy as it is carried through design, premedia and even printing.
- It "convenes" all participants in the process – from areas as disparate as research and design and legal – around an agreed-upon calendar and a workflow.
- It promotes the use of the correct assets, it gives transparency to the process and accountability for the results.
- It enables the process to be expanded and reiterated efficiently across multiple media (such as print, large-format and online), multiple shopper environments (at home, on the go, at the store and on the shelf), and across broad geographies where products must retain key brand attributes while adjusting to regional and local preferences.
- It protects brand assets, brand image and brand value.

Brand management technology is a crucial enabler of more compelling and consistent branded materials and more powerful shopper experiences with a brand.

SCHAWK AND BRAND POINT MANAGEMENT LEVERAGE BRAND MANAGEMENT TECHNOLOGY.

Schawk developed the first commercially available system to combine workflow, digital asset management and softproofing 15 years ago and continues to be the leader in brand management technology for the graphics cycle. Schawk's BLUE is a sophisticated brand management technology suite that Schawk sells and licenses and uses in its own delivery of brand point management for the largest, most dynamic consumer brands in the world – more than a quarter of Interbrands' 100 Best Brands. BLUE was designed and developed to be able to integrate easily with leading enterprise resource planning solutions like SAP, and it has a proven track record of just that kind of integration.

Schawk supplements this technology with consulting, installation, training, maintenance and on-site manpower when the client requests it. Schawk has been delivering fully configurable, comprehensive software and validation service solutions to large pharmaceutical and medical device companies worldwide since 2002 and is experienced in implementing and hosting validated solutions and working within highly regulated validated environments. This includes enabling compliance with Title 21 CFR Part 11 of the Code of Federal Regulations deals with the Food and Drug Administration (FDA) guidelines on electronic records and electronic signatures in the United States. Additionally, Schawk locations serving the Pharma/Life Sciences industry are cGMP-certified (Current Good Manufacturing Practice) regulations enforced by the U.S. Food and Drug Administration (FDA).

Brand point management is how Schawk enables its clients to achieve more compelling and consistent consumer experiences with their brands. BLUE and Schawk's allied services are at the foundation of this for Schawk and its clients.



How retailers benefit

As retailers increasingly build integrated national brands, like CPGs/FMCGs, they must execute with the same agility, efficiency and consistency in their branded materials. But because retailers do less of the brand development and brand execution work in-house, they have an even bigger challenge in making sure the process is disciplined and the results are on-brand. Brand management technology enables the collaboration of corporate marketing, retail marketing and purchasing within a retail enterprise – crucial for building strong retail brands.

SCHAWK!™

Schawk, Inc., (NYSE:SGK), is a leading provider of brand point management services, enabling companies of all sizes to connect their brands with consumers to create deeper brand affinity. With a global footprint of 49 offices, Schawk helps companies create compelling and consistent brand experiences by providing integrated strategic, creative and executional services across brand touchpoints. Founded in 1953, Schawk is trusted by many of the world's leading organizations to help them achieve global brand consistency. For more information about Schawk, visit <http://www.schawk.com>.

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