Launch smart, speedy and money-saving retail campaigns
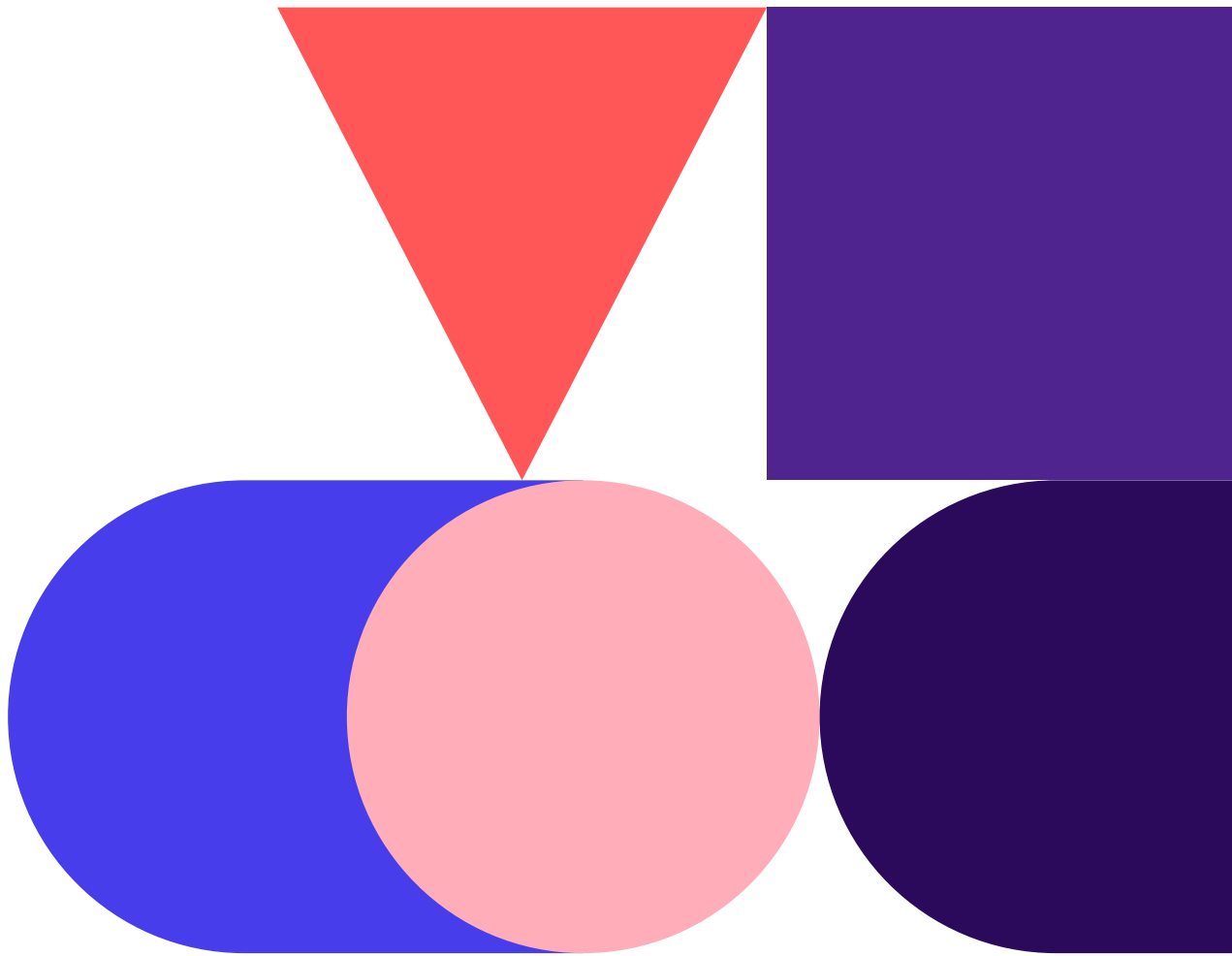
Contents

Creative ideas and strategies for a campaign are usually flowing the minute an opportunity is identified. Yet planning any campaign has the potential to cause many headaches for marketers at each stage of the process.

The demand for a wide range of assets usually outstrips a team's ability to deliver within a short space of time. Dealing with agencies in multiple countries can become a logistical nightmare, leading to quality and cost concerns, with the fear of brand inconsistencies ever-present.

In this guide, we'll show you how your marketing campaigns can see less headaches and greater savings and empower employees as you witness increases to productivity, your bottom line and the potential standing of your brand.

All you need are the right tools, people and processes.

The right tools...
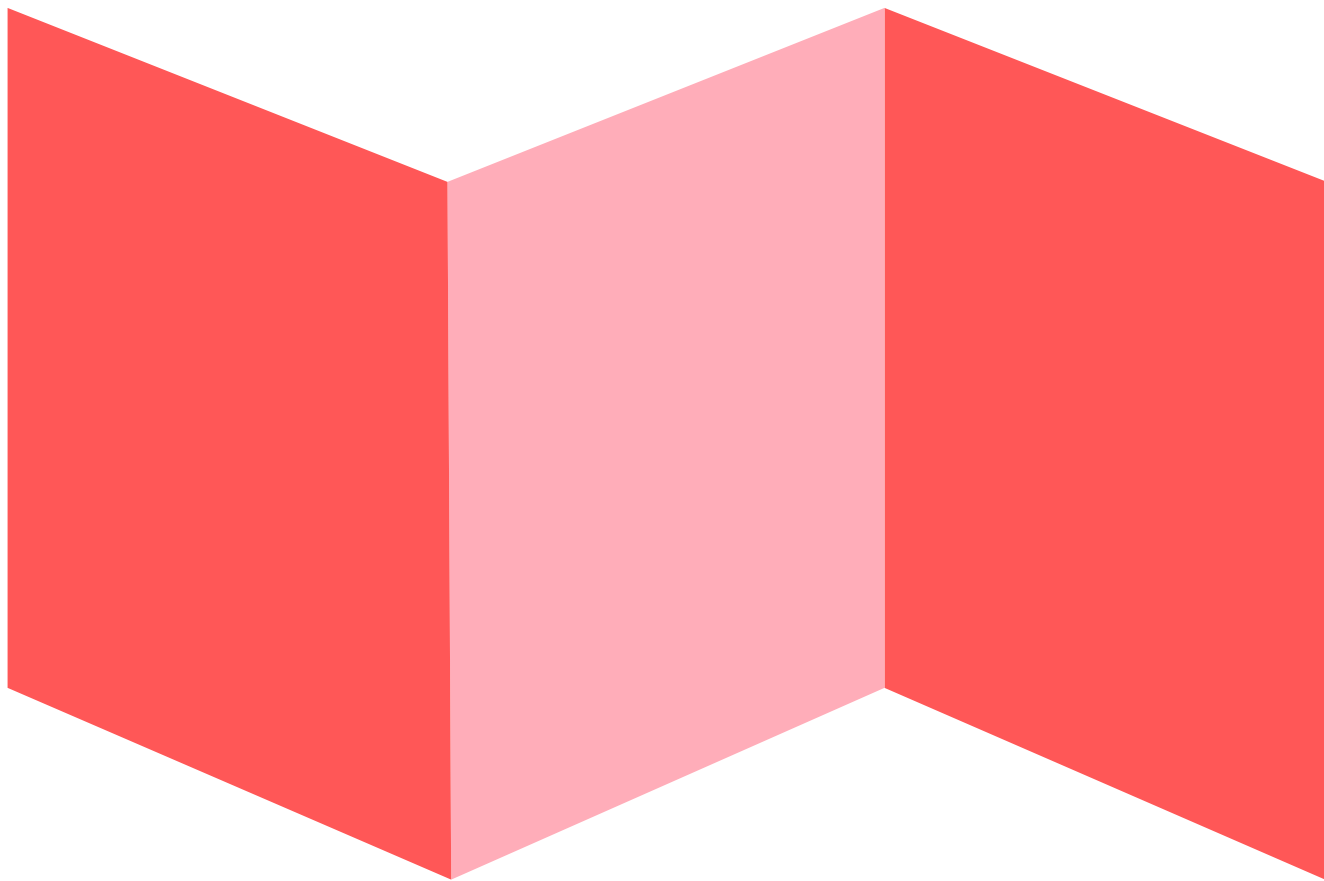
Implementing systems that empower your people to create assets in-house is a great start.

Add the possibility for you to maintain a complete birds-eye-view of your campaigns with the ability to organise, monitor, review and update every aspect and asset - headaches can soon disappear whilst increasing your productivity, bottom line and brand consistency.

This is all possible with brand automation.

What is brand automation?

While the phrase 'brand automation' is currently seldom heard in the marketing landscape, we are in no doubt that it will be firmly established in the next 10 years as a must-have initiative for teams worldwide.

At its most basic level, it takes your brand's marketing assets and applies it to templates to accelerate the production of future assets. A central resource to control all aspects of your branding.

Discover 6 standout advantages of brand automation, and how it can change your business, your processes and your life.

1. Enhanced efficiency

By providing intelligent, well-crafted templates and access to a wealth of on-brand resources, brand automation platforms reduce the time it takes to brief work in, produce assets, gain approval and disseminate it out to your various audiences. In essence, you produce more while putting in less,
allowing your brand marketers to achieve a much greater return on investment.

2. Empower your team

As well as enhancing the capabilities of your team, brand automation empowers your local markets to capitalise on opportunities and faster turnaround on-brand assets, without having to wait on requests or approvals which could arrive after the moment has passed. Brand automation software closes the window for error, and allows global teams to become more self-sufficient in how they engage their audience with your overarching brand messaging.

3. Achieve complete brand consistency

With a single point of truth providing the basis for all brand assets, your employees feel confident that they will produce work that fits your identity. This allows you to better manage content across your multiple channels - video content, social media, digital displays, etc. - to ensure everything follows your specific brand guidelines on each platform.

4. Improve customer experiences

Linking your brand automation systems with automated emails, for example, can allow you to instantly send behaviourally-triggered content to give your audience a more personalised, familiar and effective brand experience.

5. Reduce time to market

By giving your teams the ability to quickly create on-brand marketing materials to react to new trends and events, you significantly cut down the time it takes to get your brand messages in front of your audiences. In a digital, social media-led age where being ever-present in your customers' minds is crucial to establishing your brand, being able to get content to market quickly and regularly in a cost-effective way is essential.

6. Gain space for strategic thinking

Then, with the time you save, you give yourself more room for sensible strategic thinking. While brand automation systems are a real asset for any marketing team, they will only reap results if your brand strategy and identity is truly connecting with your audiences. With more space to think, analyse available data and get creative with ways to meet their needs, you help your teams unlock their potential to improve their return on investment.

Building on the benefits of brand automation tools

Brand automation is good, but there is a better way.

Our portal and unique technology give you the ability to create hyper targeted messages in any channel. Have the flexibility to adapt to local needs without the bottlenecks, and handle last-minute changes with ease. Channel execution with a click of a button, but with the assurance to remain on brand without the need of specialist support.

With brand management , produce marketing materials in a simpler, more cost-effective way. Increase the volume and frequency of collateral to gain that competitive edge on local sales and market trends.

Calendars, creative tools and marketing automation all play a critical role in getting campaigns to market. What's great about tools nowadays is that the interfaces are typically friendly, and you get training to help you get to grips with it, so even the most technically challenged can learn new skills very quickly.

Here are four must-have tools to get campaigns to market quick, all of which are available with Papirfly's brand management platform:

Creative templates

While there are many 'template' tools available online, this is not what we're suggesting you press on with. Intelligent and dynamic design templates on the other hand, which are predefined in line with your brand guidelines, take much of the stress and manual work out of creating studio-standard designs. Easily adapt creatives for different digital and print formats, switch out text and imagery, instantly produce assets for different sub-brands - the list goes on.

Localisation and translation

When campaigns are created by a central agency and then distributed to other countries, local agencies can often be tempted to go beyond what they've been asked. Moving logos, not using signed off imagery, changing colours of logos and layouts. Having a tool that centralises localisation and translation reduces the dependency on multiple agencies and makes sure nothing goes out looking less than perfect. Our brand management portal allows you to switch out the translated text for different territories, introduce culturally appropriate imagery and takes into account many other factors that differ from place to place.

Campaign planner

Having a visual campaign planner allows you to stay ahead of the game, plan in advance and see all the marketing activity that's going on in one easy-to-understand snapshot. It's just one moving part in a plethora of activities, but it's the ultimate source of truth for what marketing is taking place in the coming months - keeping teams aligned and in control.

Centralised DAM

There's nothing worse than different teams and employees saving files in different places. Whether it's a centralised server, on their Google Drive or desktop, every brand should be utilising a centralised DAM.

With everyone having access to only the latest files and marketing campaign materials, the whole team has access to the most up-to-date and approved artwork. This prevents duplication of effort and allows for easy distribution internally and externally.

The right people...
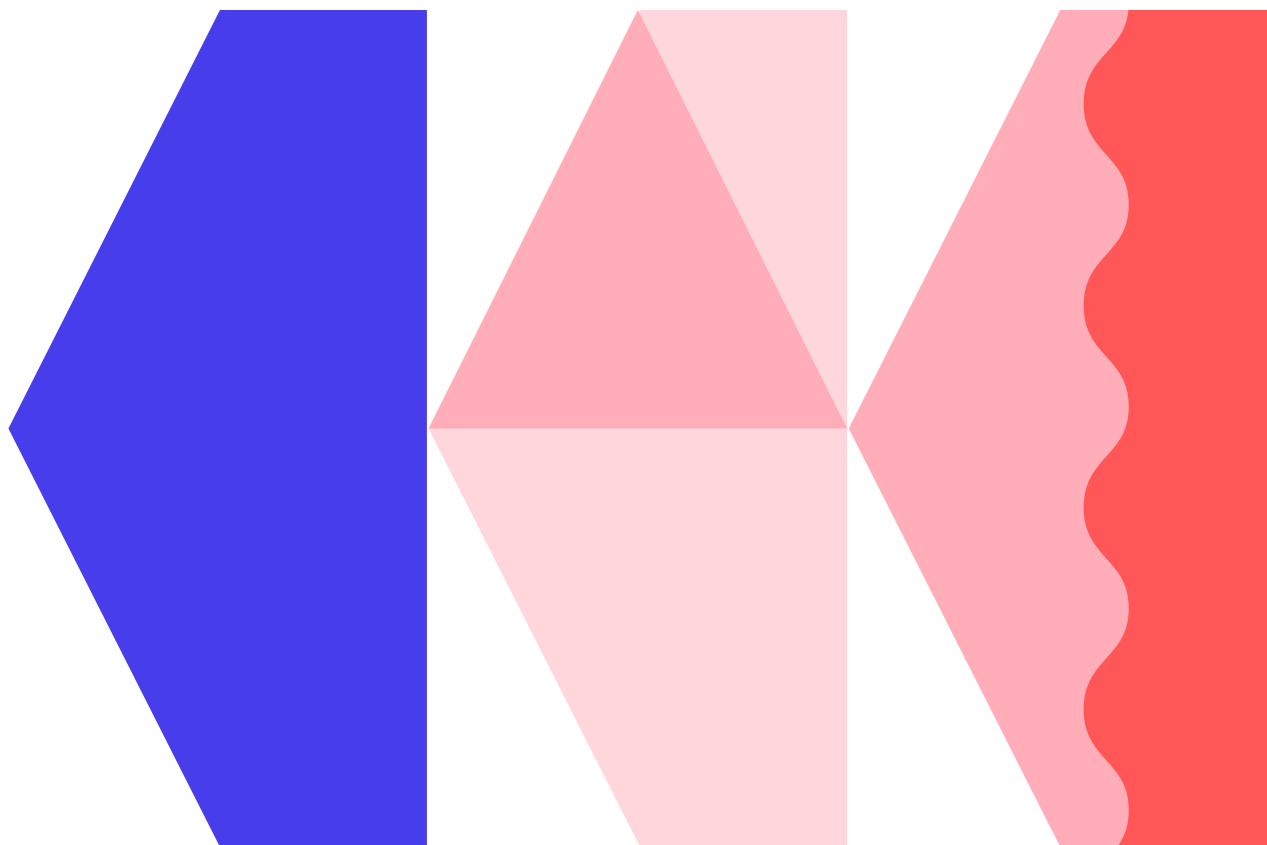
Knowing what needs to be said, who it needs to be said to, and where and how it will be published is an essential directive for any successful marketing campaign.

Its prospects can often live or die based on the strategic direction it is founded on - and how effectively this can be translated to those responsible for executing it.

Your strategic marketing specialists (be they in-house or a supporting agency) will need to be able to efficiently establish the core components of this campaign, namely:

- What is the overall objective or goal of this campaign?

- Who is the target audience this is aimed towards?

- What is the concept or creative behind this campaign?

- Which channels will you utilise to reach your intended audience?

- How will you schedule the various assets of this campaign?

- How will you measure the effectiveness of the campaign?

Rushing to find answers for these is a recipe for disaster, even when campaigns need to be turned around quickly. Instead, it is crucial that your strategic marketers establish streamlined processes and have access to effective tools to swiftly communicate their vision to those responsible for creating the necessary assets. This could include:

- Establishing point-persons who will act as a bridge between strategy and creative execution, helping to keep communication regular and uncluttered

- Developing internal templates for processes like audience personas, available channels, content calendars, etc. - storing these in a single destination will allow your strategists to have a useful starting point for all campaign-related discussions

- Giving your strategic marketers a birds-eye view of campaign planning and delivery through a collective online portal - this allows everyone to organise, monitor and review campaigns in real-time, as well as proactively make updates where required

Creative execution

With the strategy in place and working efficiently, it is just as vital that those responsible for the creative execution of the campaign have the systems in place to turn around work quickly with no complications.

So how can this stage be streamlined? One way is by empowering your entire workforce with the tools required to create assets. Now not everyone is blessed with a gift for design, and no organisation wants low-quality materials to be sent to their customers (even if they are against the clock). But, with all-encompassing tools like Papirfly's brand management portal, creating studio-quality assets no longer requires specialist support.

By providing your team with easy-to-use design software and customisable templates, they will be capable of creating materials for a wide variety of channels – social media, video, brochures, in-store displays - the possibilities are endless. This allows you to build the layers of your campaign in-house and efficiently get them published, which is critical when campaigns have a strict deadline to meet.

This also helps overcome the issue of agency dependence. While these organisations can play a big role in establishing the branding, designs and overall strategic direction for your company, it is unlikely they would be in a position to turn around campaign assets at the same speed that your in-house team could accomplish this. Logistical barriers and their commitments to other clients could stand in the way of that.

The right process...
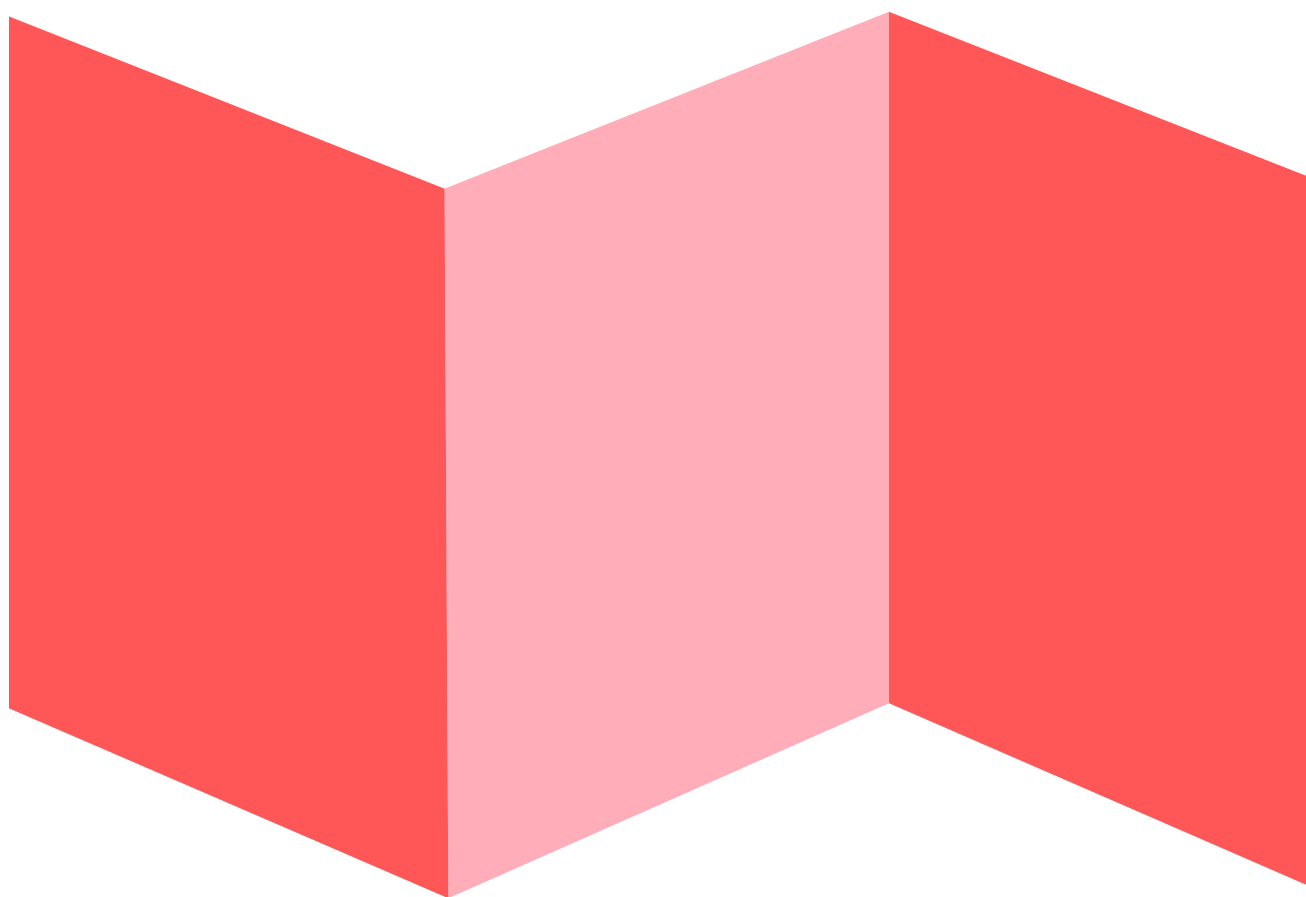
The success of having the right team, the best campaigns and all the wonderful tools at your disposal hinges on your internal processes and project management.

Not every marketing team has the luxury of a dedicated project management team, but there are a few key processes that must run like clockwork in order to keep everything running smoothly. There are many more in between, but for us, these are the cornerstones.

A comprehensive brief

Every task requires a brief in some capacity. But when you are taking global campaigns to market, it's important that briefing is both delivered verbally to allow for questions and further discussion, and then followed up with a written summary of what has been communicated. Where teams are time-poor and unable to provide a comprehensive write-up, consider recording your briefs so that creatives or marketers can revisit certain areas for clarification. It also places accountability should anything be briefed in incorrectly.

Plan your workflows

Your marketing team can run like a well-oiled machine most of the time. Aside from the inevitable odd curveball that will be thrown in from time to time, knowing how your workflows operate will provide much greater clarity in how to deliver a project. This means understanding who has the responsibility and skills to produce what, who needs input at which stage, who is responsible for sign-offs and how. There are many moving parts to any workflow, if others feed in at different stages, consider using a centralised tool or DAM where these can be made available. This will ensure everyone's on the same page.

Develop hyper-local strategies

Each location has its own audience - whether by country, region, town or neighbourhood community. Empower non-head office teams to create in-house localised marketing material that speaks directly to customers in a specific location, with the safety net of having locked down, dynamic template technology. This offers 100% brand consistency and eliminates the risk of non-compliance - enhancing the customer experience whilst engaging, motivating and giving more responsibility to your local teams throughout campaigns.

Implement an approvals process

There's nothing that makes your heart sink like a piece of artwork going to print with the wrong information or a typo on it. Ensure you have a robust approval workflows process in place to avoid any unwanted surprises and make sure everything that leaves your office is of the highest quality.

Unleash your brand with Papirfly
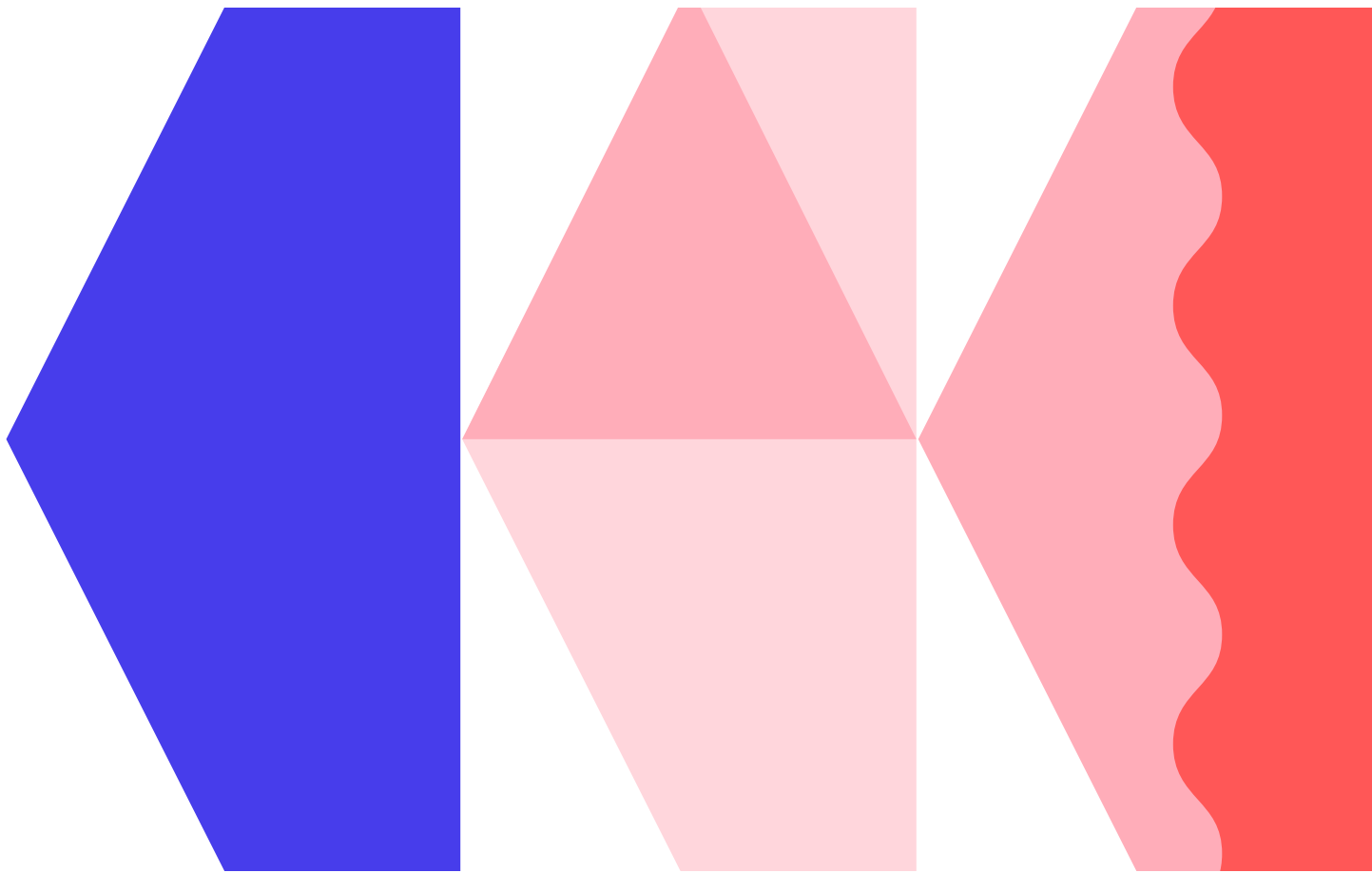
How does Papirfly empower your people?

We believe every enterprise should be able to provide tools to teams, so that the brand can be delivered to customers exactly as it was intended to be experienced.

At Papirfly, for over 20 years we've been driving innovation in brand management software to support brands in delivering consistent, multichannel experiences for their customers.

We empower people to unleash their brand.

How teams work today:

- Customers are experiencing inconsistent and diluted branding across touchpoints
- Stressed teams aren't getting the marketing materials they need or quickly enough
- Too much already-limited budget is being spent duplicating work and on multiple tech solutions
- Assets are not centralised or trackable resulting in loss of data to analyse budget spend
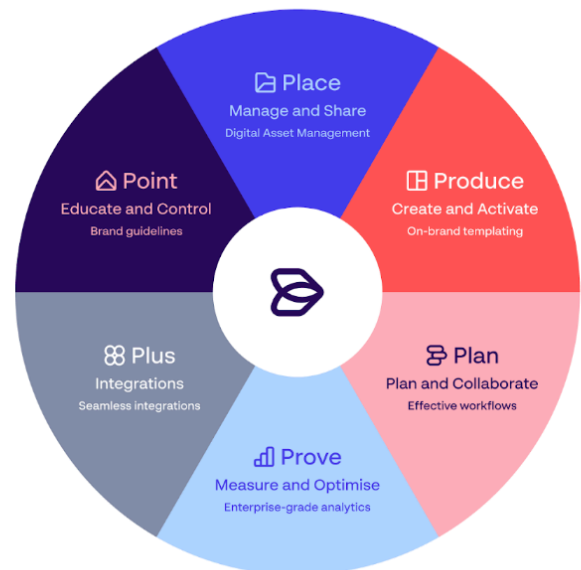
We know what brands need:

- Global brand governance now and for the future with guaranteed consistency at every touchpoint
- Faster go-to-market, creating assets in-house with the flexibility for on-brand, hyper-local messaging
- Increased ROI, saving money on every asset produced, creating space for teams to focus on strategy

We give you the tools to:

- Do **more for less**
- Produce all assets **in house**
- Create with **no previous design skills**
- Achieve **100% brand consistency**
- Reach **all markets, in any language**
- See a **complete bird's-eye view** of your branding and marketing efforts

Discover our all-in-one brand management platform

- **Place** — Manage and Share — Digital Asset Management
- **Produce** — Create and Activate — On-brand templating
- **Plan** — Plan and Collaborate — Effective workflows
- **Prove** — Measure and Optimise — Enterprise-grade analytics
- **Plus** — Integrations — Seamless integrations
- **Point** — Educate and Control — Brand guidelines

Trusted by the world's most recognisable brands

1M+
regular Papirfly users

600+
brands using Papirfly worldwide

Build your on-brand culture with Papirfly

Our brand management platform enables complete brand adoption, and the creation of unlimited on-brand assets with our suite of enterprise-grade products-building brand equity and long-term customer loyalty.

Point
Educate & Control
Support global teams to understand your brand, through clear guidelines, official assets, core values, and more from online access point. Go local with unique hubs with local languages and nuances.

Place
Manage & Share
Centralise all assets with a dedicated DAM solution, categorising content for global and local usage in onesecure place for all approved material. Ensure every location has assets that serve their unique audience nuances.

Produce
Create & Activate
Guarantee 100% brand consistency with design templates aligned to brand guidelines and produce infinite studio-quality digital, print and video assets. Empower everyone to personalise to their audience using localised images, video and text options.

Plan
Plan & Collaborate
Achieve your bird's-eye view of all campaigns and activities, displaying status, budgets, contacts, and official design templates for use. Ensure every location utilises workflows that drives campaign responsivity.

Prove
Measure & Optimise
Analyse marketing activity via your dashboard, delivering reports and data across your business. Ensure local sites get feedback on best-performing content across the business, and give them data to let them know when their efforts are driving brand strategy success.

Plus
Integrations
Papirfly works seamlessly with your agency tech stack – removing hacks and workarounds, improving productivity and organisational efficiency across the business.

FORRESTER®

212% ROI

80% reduced effort in asset creation

Enhanced content quality and improved business outcomes

"It's become super crucial for us with more than 50,000 users at the brand portal, both internal employees and external agencies. We are working with a huge number of downloads of all of the assets."

Interviewee from pharmaceutical

Source: A commissioned TEI study conducted by Forrester Consulting on behalf of Papirfly

# Global brands trust Papirfly

> "Life without Papirfly would be stressful. It would be slow, time consuming, and costly. Papirfly has enabled us to have a system in place where we can create assets that we need very quickly.
> We can go to market much faster, we can react to our business and our clients a lot quicker, and it is also extremely cost effective."
>
> Jo Bedford
> Global Recruitment Branding Manager, IBM

Empower your people. Unleash your brand.

Discover our game-changing brand management platform.
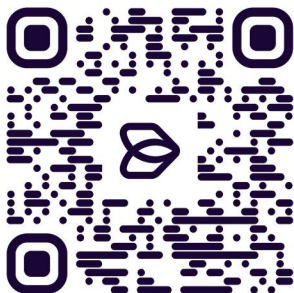
At papirfly.com you can

- Book a demo
- Explore brand management resources
- Hear success stories from empowered customers

Follow us on: (f) (in)

Where we're located:

Norway

Universitetsgata 2
0164 Oslo

Norway

Havnegata 15
4306 Sandnes

USA

1 High St Ct
Morristown
NJ 07960

Sweden

Torsgatan 26
SE-113 26 Stockholm

Sweden

Kaggensgatan 39
SE 392 48 Kalmar

Denmark

Frederiksgade 34
baghuset 3 sal.
8000 Aarhus C

Czech Republic

Nám. Míru 5469
760 01 Zlín

Czech Republic

Běhounská 18
612 00 Brno

Germany

Bahnhofsplatz 12
76137 Karlsruhe

United Kingdom

Techspace
25 Luke Street
EC2A 4DS London

papirfly®