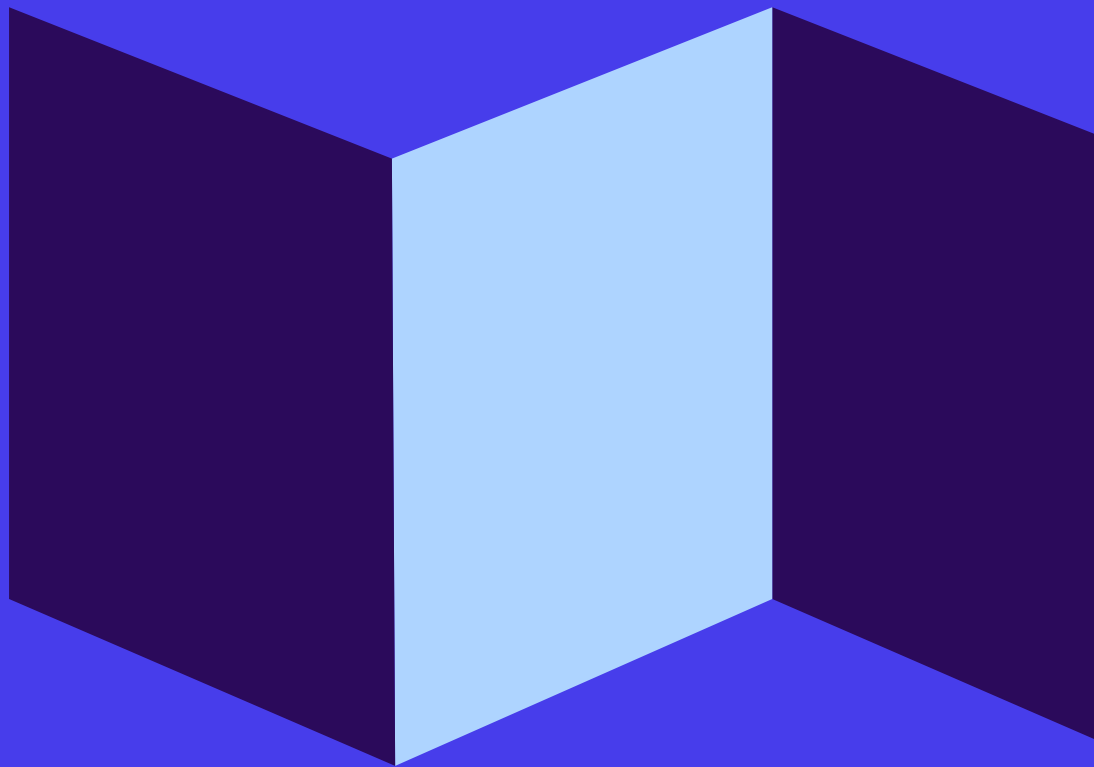


Work smarter
instead of harder
with BAM





We all understand the power of a brand. Honing it. Owning it. Activating it. Protecting it – at a local and global level – is a monumental task, impossible some might say.

When the pressure is on to deliver more, constantly innovate and keep up to pace with the rest of the business, the cracks can begin to show in your team if there isn't an additional layer of support. These cracks often form because of visible skill gaps, and leave teams with 3 scenarios to ponder.

Do they:

- Hire generalists that can do a bit of everything?
- Pay top money for specialists in every area of delivery, despite a limited budget?
- Plug in or increase the use of an agency, at a further cost?

The answer could lie in a fourth option... technology. If technology can help to enhance the delivery and productivity of existing teams, without requiring additional skill sets, it provides a very effective way to deliver more, with less.

We've identified three main cracks that can be sealed by introducing the right piece of technology into your martech stack.

Enjoy!

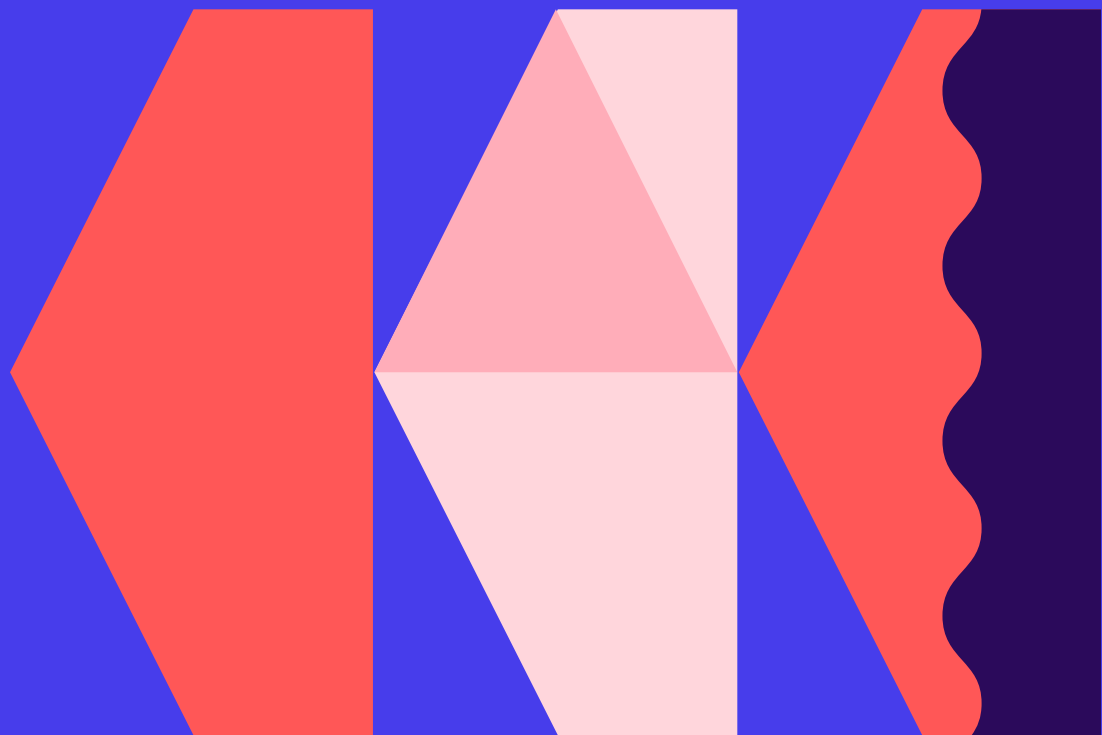


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#1

Technical design expertise



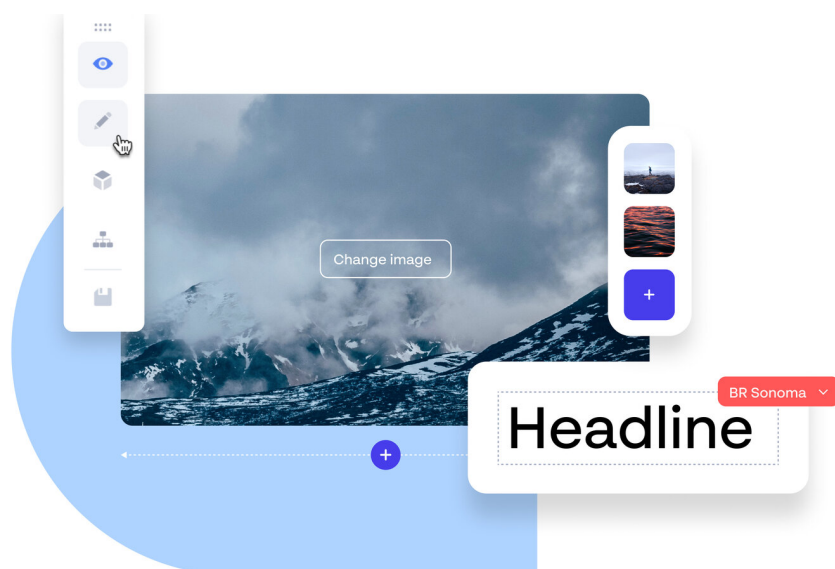


What we mean by this is the ability to understand the technical requirements behind any campaign asset. This could range from knowing the optimal sizes for different social media channels, understanding how a file needs to be set up before going to print, right through to logo sizes and positioning.

There are many considerations for teams producing content at pace and at scale. Every time you need to resize or export something, there are many checks that need to take place, depending on whether the asset is for print or digital – file formats, resolutions, file sizes and more.

If you engage a third party to do these tweaks for you, or if you engage your dedicated design team to do this, that's a lot of resource or money burning which could be better spent on actual design or creativity, not to mention all the time lost in slow turnaround as you go back and forth to get important details just right.

By using software with pre-defined rules and templates to prepare all assets at their ideal sizes, it takes a huge burden off internal and external creative teams. Through this tech, literally anyone in your team can take these re-sizes and edits in hand. No specialist skills needed.



#2

Video editing



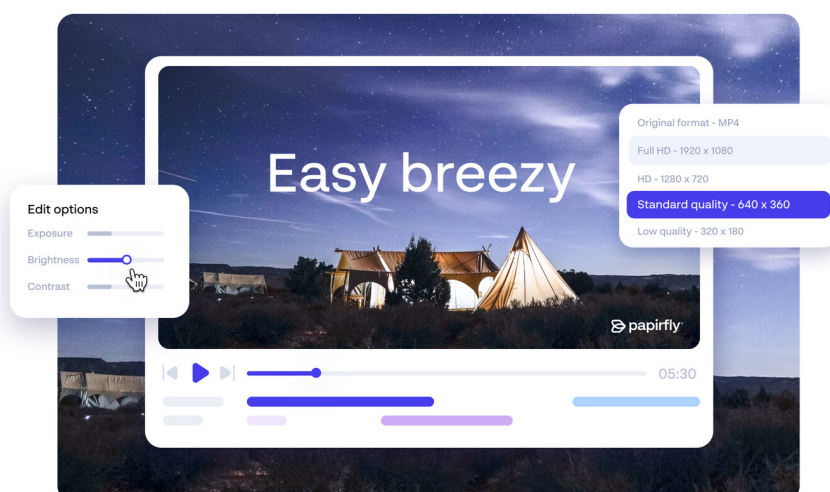


While we can't expect everyone to become professional video editors overnight, if you don't have a solution in place to get video content produced, and fast, your team will fall behind.

There are many tools out there that offer quick, editable templates to get you going, but often there are heavy limitations on how much you can brand them. On the other side of the spectrum is getting a professional or agency to edit your creations when you need them. However, this takes time and budget that you potentially don't have when you need a quick turnaround.

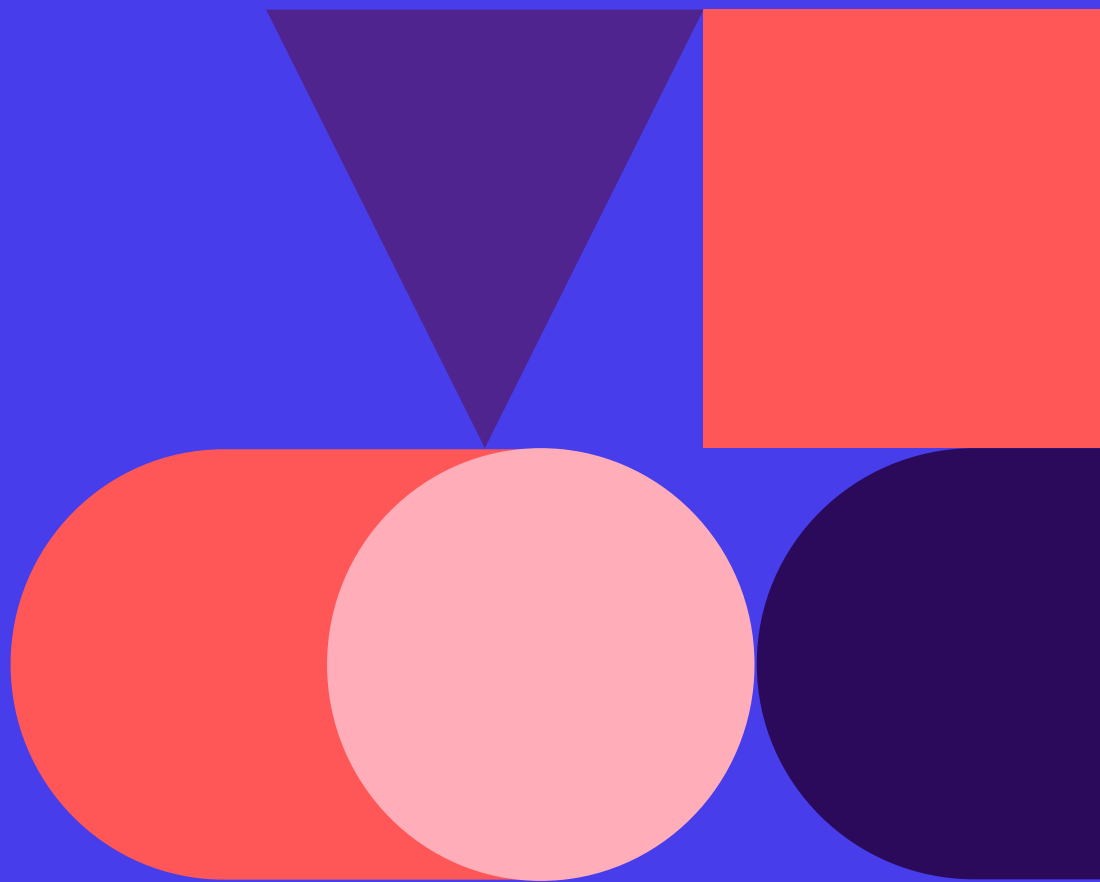
- How do you bridge this gap without getting an in-house editor that may only be utilised a handful of times a month?
- How do you guarantee that any tools you use keep everything that's produced perfectly on-brand?
- How do you ensure your agency can meet your deadline when something needs to be created urgently?

There is a solution that falls perfectly between the three. Having a video branding tool that incorporates set brand rules, such as titles, dividers, colours, transitions and more. You can get an external agency or in-house team to develop designs once, which can then be programmed to be edited and used an infinite amount of times.



#3

Brand consistency and education





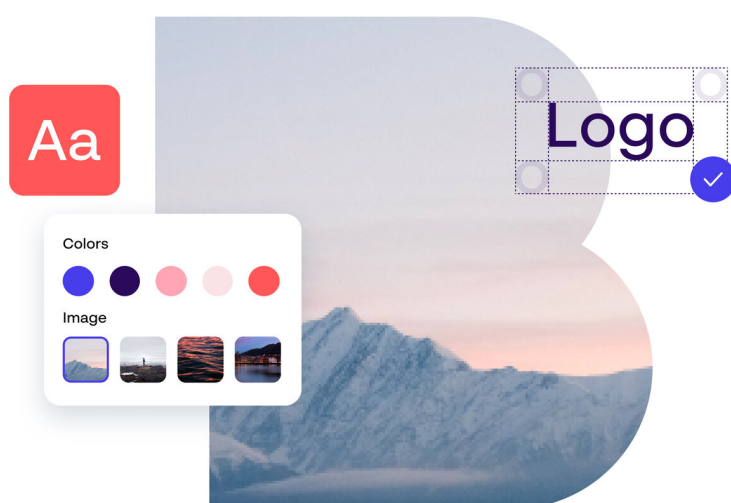
Even the most brand-savvy individual can't memorise a brand guideline book off by heart. While tools like BAM by Papirfly™ have a dedicated educate section, it also goes much further to ensure global brand consistency. Every digital, print and video template has predefined rules that make it almost impossible for brand integrity and styling to be compromised.

Educate your teams

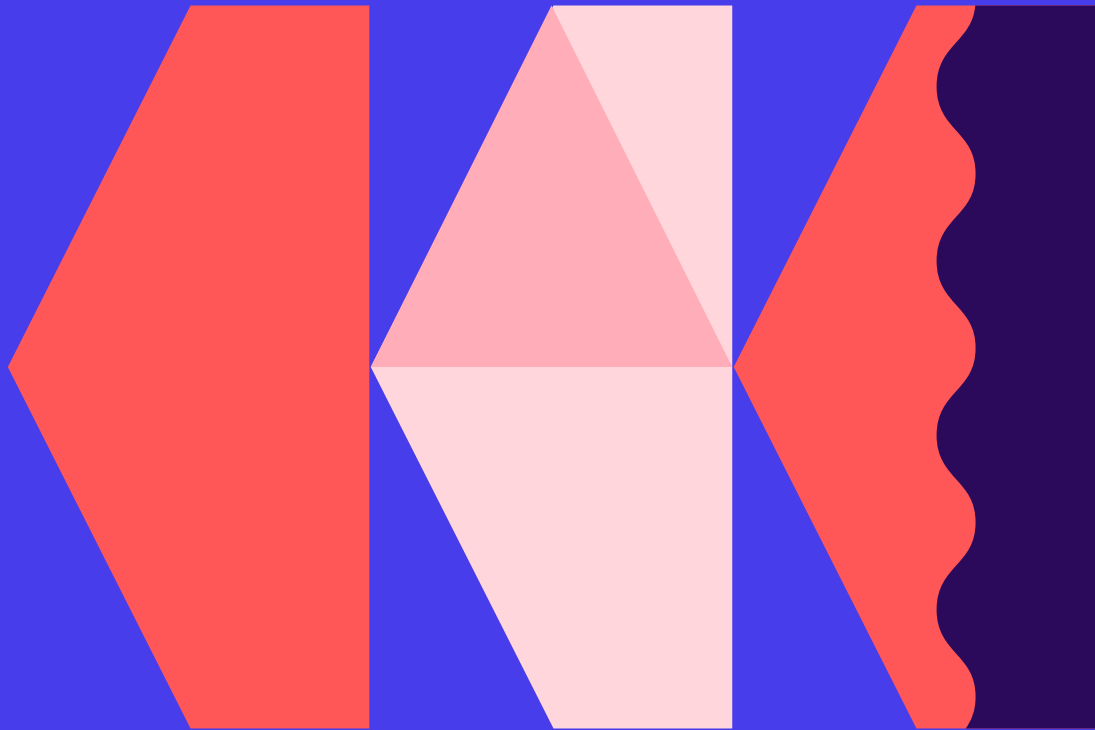
Give your entire team, from experienced veterans to new recruits, direct access to the guidelines that inform the identities of your brand and sub-brands. Users will be able to find colour palettes, typefaces, icons and more in one central location, with a clear idea of how each should be applied.

- A central place for all guidelines, documents and brand materials
- Specialised views for different teams
- Help teams understand why your brand is executed in a certain way

These features give Brand Managers and guardians complete peace of mind that campaigns aren't being distorted or incorrectly managed when distributed around the world.



But wait
there's more





BAM can do more than seal a few cracks and bridge a few gaps. BAM is all about helping your entire marketing team streamline their workloads and work more efficiently, reducing pressure and stress on team members, while ensuring that the quality of all material produced is up to par at all times, so that your brand identity is never compromised by inconsistent presentation.

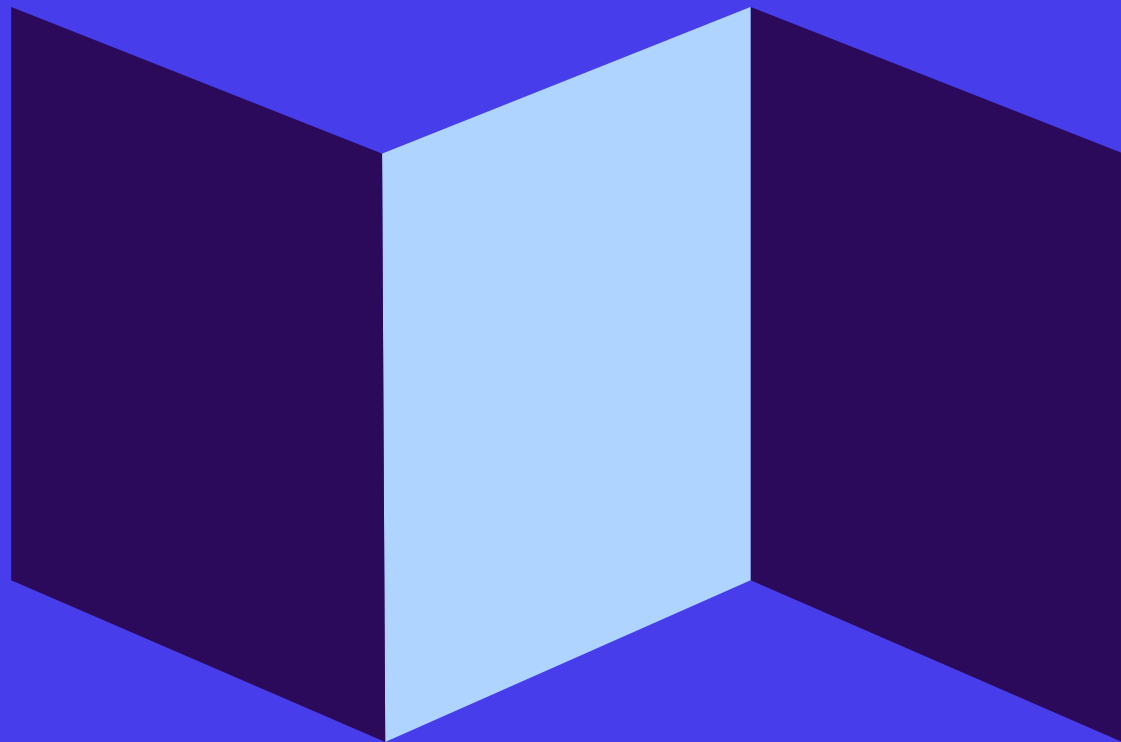
Speed and finesse

BAM templates are very quick and easy to work with to produce high quality assets. The templates are tailor made to your brand, and automatically enforce your brand guidelines in a highly user-friendly software solution. This all makes it so easy to work with that anyone can do it with only an hour's worth of training. The best part is that by being so simple to use and intuitive, team members can save loads of time by getting their tasks done considerably faster than before, and without sacrificing so much as an inch on quality.

Return on investment

When you're empowered to work with greater efficiency and precision, and no longer have to outsource any of your work, it's safe to say that you are far more cost effective. In other words, BAM is an excellent opportunity to reduce costs by letting you bring more of your work in-house, and needing a lot less time to do it.

BAM enables
you to work
smarter instead
of harder



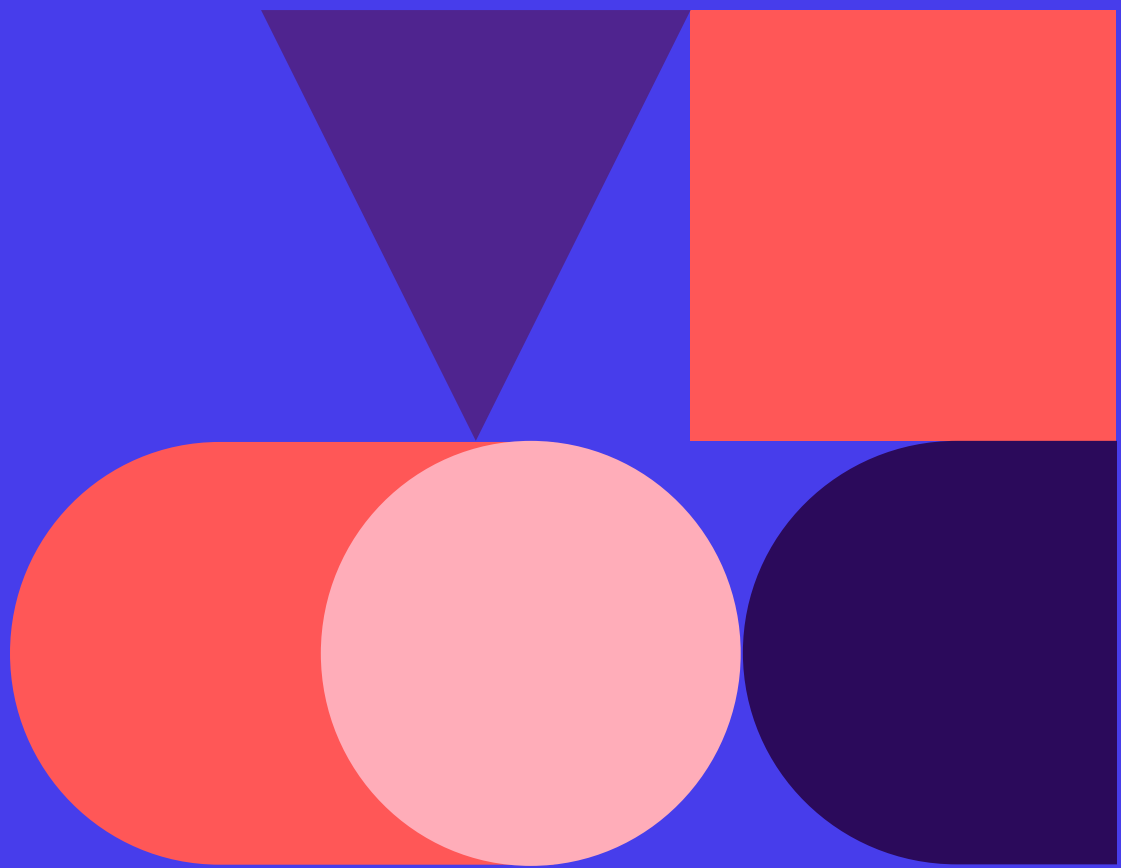


While technology will never replace a strategic or creative mind, it can be of great support of marketing teams easier, increasing the quality of output and taking the pressure off in particularly busy periods.

An all-encompassing solution such as BAM by Papirfly™ empowers team members of all levels and abilities to quickly and easily create a whole range of assets for marketing, completely tailored to their markets, with minimal effort or skills required.

Even though particular skills aren't needed to execute the designs, this is only because of the work that is put into making sure every template produces pixel-perfect marketing. This is honed and perfected, so that what's delivered is studio standard materials, on time, every time.

Why choose BAM?





Empowering global brands

For over 20 years we've been helping some of the world's biggest brands automate difficult marketing tasks, delivering real value in brand governance and employee autonomy.

Every brand has a promise – and ours is to deliver quality, consistency and efficiency for each and every one of our industry-leading clients. If you believe there's a better way for your teams to be more productive, you've found the answer.

BAM by Papirfly™ transforms the way marketing teams work, empowering the creation and delivery of studio-quality assets across all channels in a matter of minutes – strengthening brand governance and providing every location to stay aligned to the brand whilst speaking directly to their customer base.

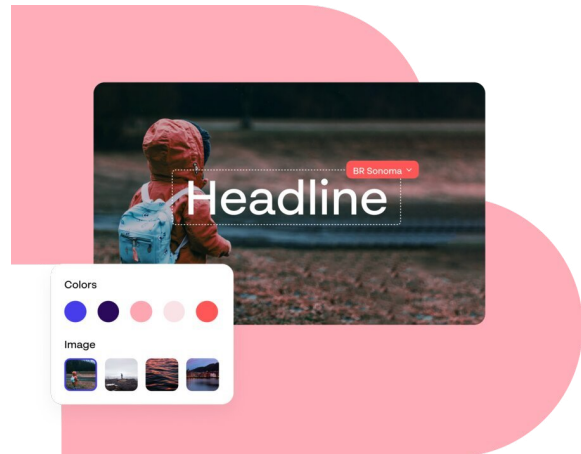


How can BAM do this from one single platform?

One home for your brand

Educate

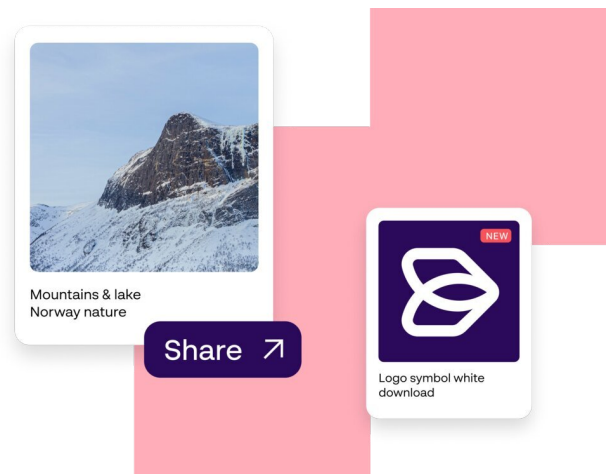
With Brand Hub, prepare everyone across your business to champion your brand with an undisputable single source of truth – cultivating a consistent, global experience of what your brand stands for.



End-to-end brand activation

Manage & Share

Effectively organise material with Digital Asset Management (DAM), align marketing operations and plan effectively, approving and assessing multiple campaigns – governing usage across all touchpoints and giving marketing teams a clear sense of direction.

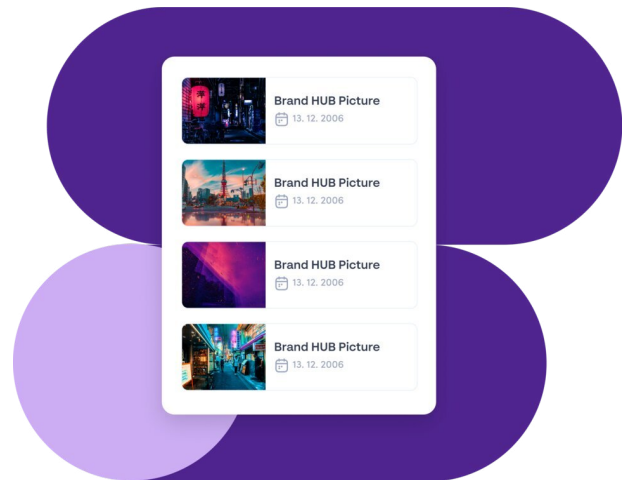




A bird's-eye view of your brand

Plan & Collaborate

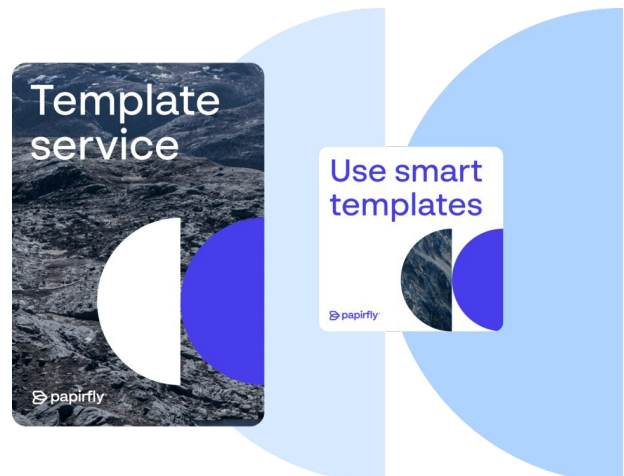
Oversee and align your organisation by creating streamlined processes – giving tailored access across all asset-creation templates as you create clarity around marketing materials and the campaigns they serve.



Asset consistency across your global brand

Create & Activate

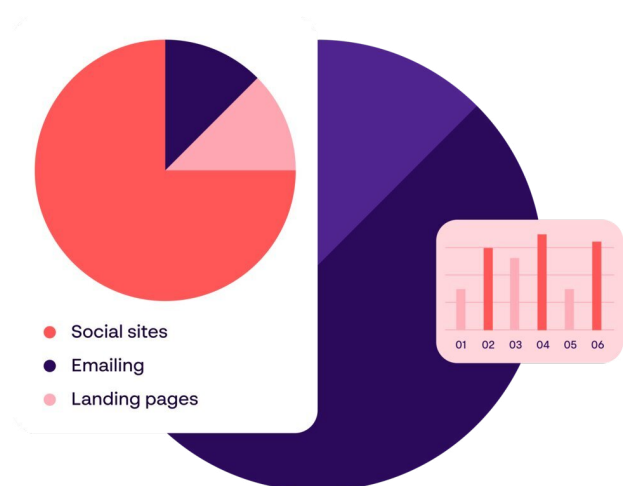
Customise templates so all digital and print collateral is already pre-approved for studio-quality asset creation by in-house teams – our Template Studio provides a positive user experience and peace of mind that you're creating a responsive brand for your global customers.



Driving brand strategy based on valuable data

Measure & Optimise

Access insightful reports and identify trends and market needs through user-level analysis – comparing different campaigns and gauging success with full visibility of asset creation and volume to guide future output.





Brand Activation Management - a better way

BAM by Papirfly™ is the all-in-one solution for:

Employer branding

Recruit, retain and empower the best talent to make you the employer of choice in your sector and create loyalty with a clear and consistent global employer brand.

Corporate

Establish a central, united, global identity and create a responsive culture that speaks with one visionary voice across all teams and regions.

Retail branding

Deliver a fluid, uninterrupted and completely consistent omnichannel experience to – online and in person – and maximise your bottom line.

Distributed marketing

Integrate your campaigns with any channel, speeding up time to market, giving everyone who sells your brand to do so with the nuances needed at a hyper-local level.

Book a demo and discover the possibilities

A member from our team of experts will guide you through a live demonstration of our platform, helping you to further understand how Brand Activation Management empowers your marketing operations.

Ask any questions, see our solutions in action and get the bigger picture of how BAM by Papirfly™ can increase ROI whilst improving and never compromising brand consistency.

[Book a demo today](#)

Ready to talk?

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Explore our Resources

Contact us

www.papirfly.com

