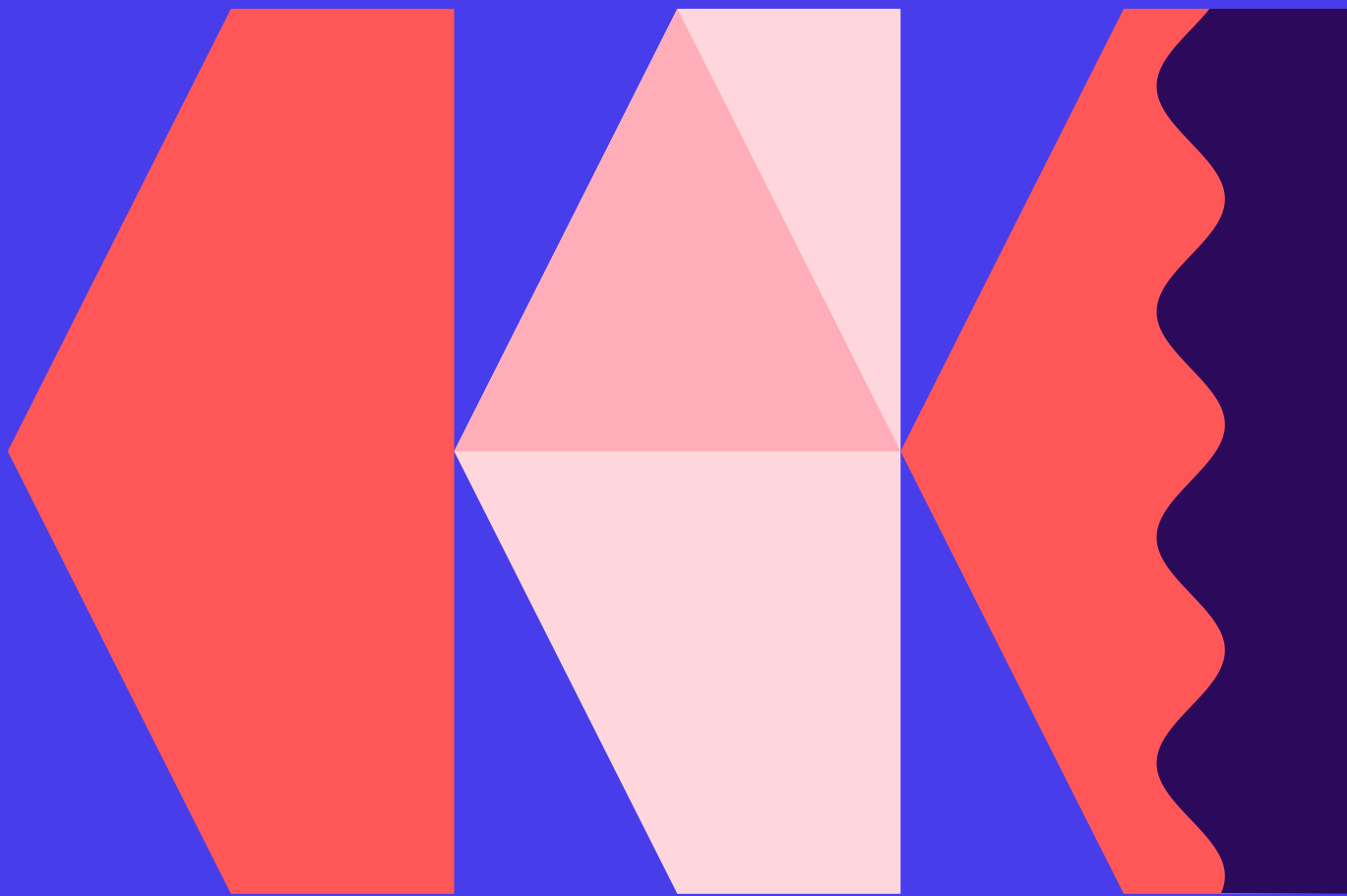


# How to build customer-based brand equity





Creating and maintaining customer loyalty in today's fast-paced and highly competitive market is tough for any branding and marketing team. Fostering employee loyalty is equally challenging – keeping dedicated talent that are committed to delivering your brand makes your own people important 'customers' to consider in everything you do.

Whether you are B2B or B2C, building and maintaining a well-known and highly regarded brand is challenging when the behaviour of your customers' behaviours and employee preferences are ever-changing. People are more informed and empowered than ever, with an abundance of information at their fingertips. **Brand equity** must therefore become and remain a key focus for any brand to survive and thrive.

Standing out in the market place isn't just about making noise – mastering digital touchpoints with relevant messaging is particular crucial in today's business landscape, with so many voices trying to be heard. Winning hearts and minds is the goal. Your audience begins with your own people, who must live and breathe your brand every day.

Lead the way, and give them the tools and guidance to create consistent, positive experiences for anyone who interacts with your products. Deliver your brand with 100% consistency at every touchpoint. With no exceptions.

In this whitepaper, you will further understand what makes customers keep coming back for more, again and again – and you'll learn how Papirfly's brand management platform can help you unleash the brilliance of your brand.

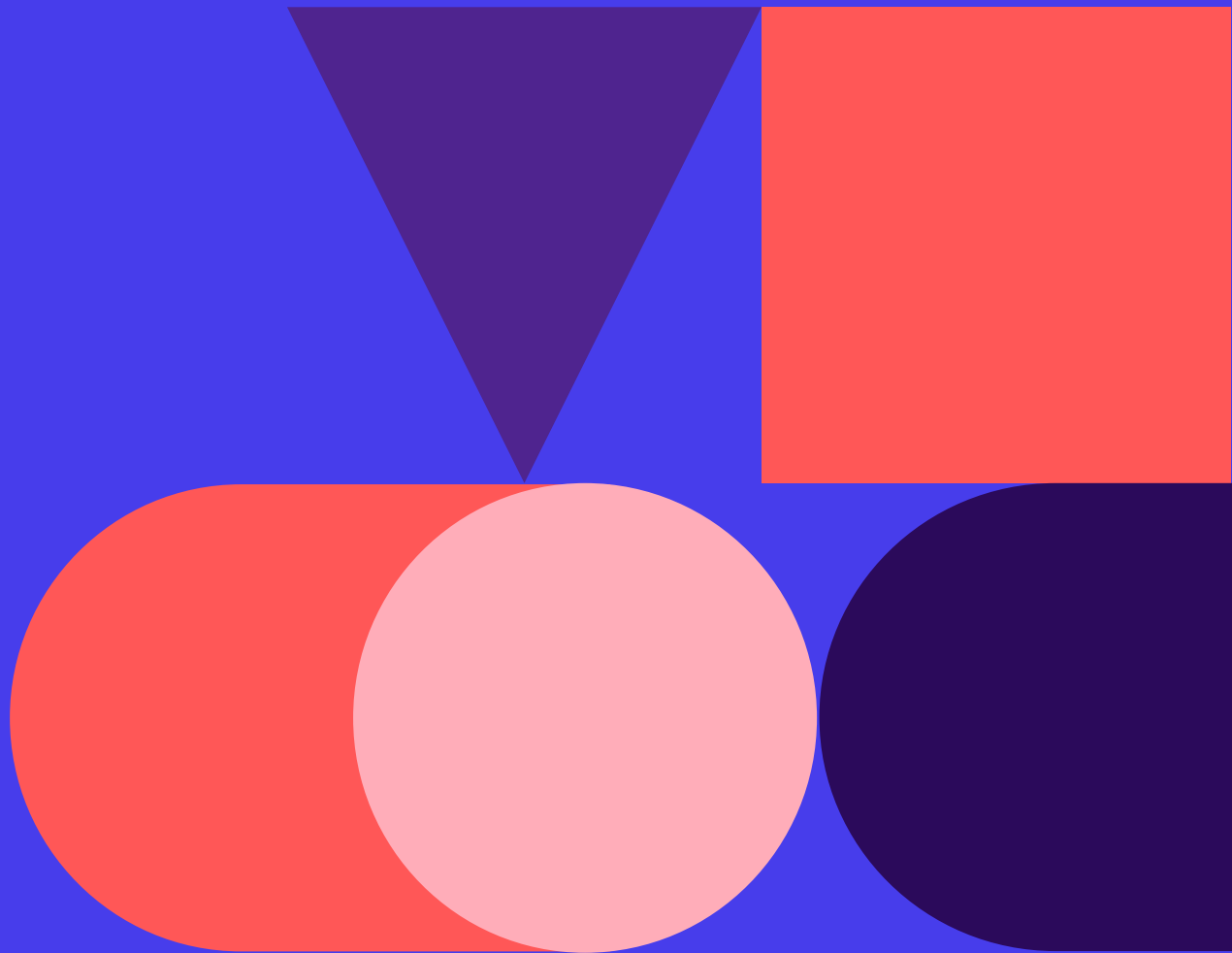
**Let's do this!**



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# What is brand equity?



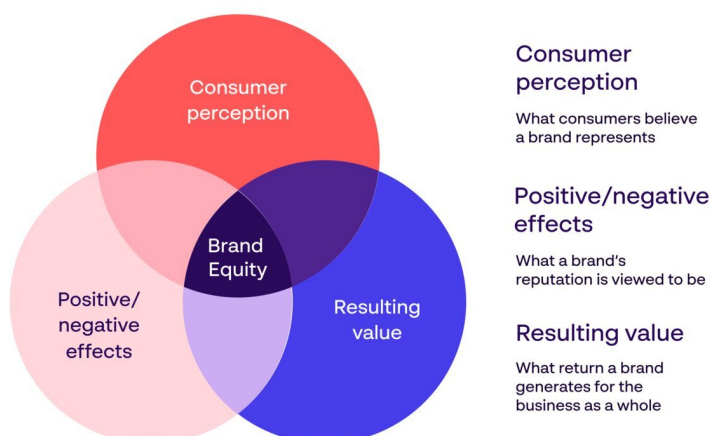


Brand equity illustrates the true worth of a product or service i.e. the value added to a product by its branding. As a brand grows, building and maintaining brand equity, as with any form of expansion, inevitably becomes more complex.

Whilst brand equity could be measured quantitatively with the **resulting value** of your marketing efforts – metrics including revenue, profit, loss and sales – what is achieved in one year may not tell the full story about how your brand is perceived in the long run. Today's customers may go elsewhere tomorrow. And today's potential customers may already be looking toward other brands.

Ultimately, qualitative factors such as **positive and/or negative effects** influencing your brand's reputation, and overall **consumer perception** and awareness of your brand play into what makes up brand equity.

## Components of brand equity

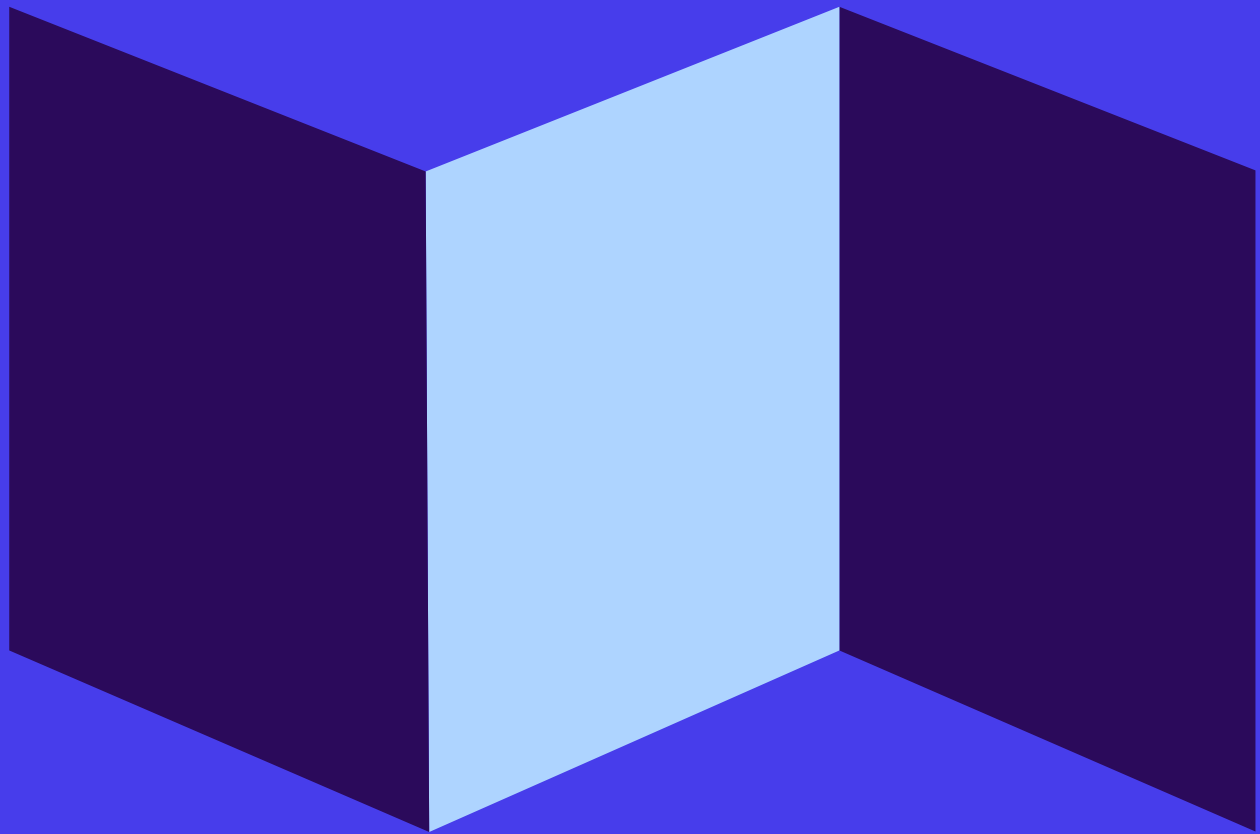


Consistently building and maintaining a story around your product, and responding positively in an ever-shifting global business landscape, tells customers what makes your brand different. Your actions inform your audience why they should engage and want to spend their time and money with you. Again and again.

Therefore, in this whitepaper we are focusing on building positive customer-based brand equity (CBBE) as the key for successful growth – keeping customers fully committed to continue paying a premium for the product and brand you and your teams work so hard for.

Sounds complex? It's certainly not easy. Yet luckily, there are pioneers within marketing who help light the way to brand equity success.

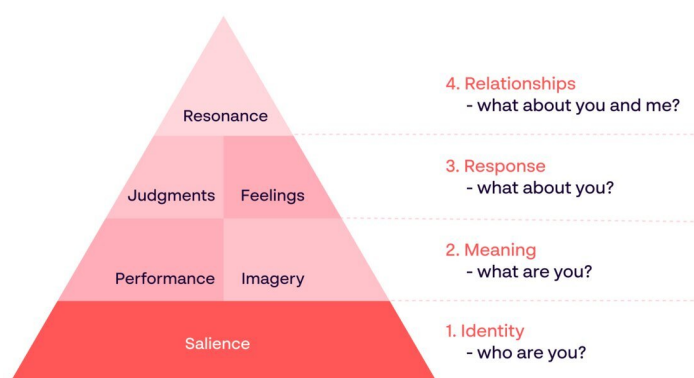
# Keller's brand equity model





The standout CBBE model was developed by Kevin Lane Keller. In his 1993 book, *Strategic Brand Management*, Keller (a Professor of marketing) introduced a framework that explains how consumers perceive and evaluate brands – the journey of the customer-brand relationship.

### Keller's brand equity model



The model provides an easy-to-understand strategic roadmap in the form of a pyramid. From base to tip, the four sections identifying a successful brand equity journey are:

- 1. Brand identity** – establishing a name, logo, and design elements to create brand awareness and recognition.
- 2. Brand meaning** – communicating unique benefits and features through words, static images and video, to help tell a story of why the brand exists, why it matters, and why it's different to other options in the marketplace.
- 3. Brand response** – creating long-term emotional connections with customers, nurturing the customer relationship through consistent messaging and regular positive experiences.
- 4. Brand resonance** – forging a long-lasting, deep, emotional bond with customers by outshining competitors, creating complete loyalty and a sense of community around the brand.

When done right, focusing awareness and action toward these stages of the customer journey creates a strong, valuable, competitive brand – thereby generating opportunities to drive long-term success.

Whilst the model helps simplify a complex process, breaking it down into each section supports understanding what actions and resources are needed – and how innovative tech is pivotal in increasing the value and worth of your brand.

# 1. Brand identity

Who are you?







You're asking a lot from your target audience. You want customers to consider your products or services now, with a view to buy and remain loyal for the long-term. Being clear in who you are and remaining noticeable is the first step to building trust and being considered an important player in the market sectors you aim to operate in.

This quality of being recognised requires **brand salience** – the base of Keller's brand equity model.

A red trapezoidal graphic with the word 'Salience' centered inside it in white text.

## Salience

Establishing the foundation for trust across all branding and marketing touchpoints relies on the unique set of characteristics that show your brand's core values, personality, and positioning in the market and against your rivals.

To achieve salience, your brand needs:

### Distinctive branding

Standing out with unique and appealing logos, colour schemes, or other visual elements makes you immediately recognisable. Being clear on these, alongside your values and positive messaging, helps your brand to stand out and stay top-of-mind.

**Warning:** Unmemorable branding that is easily forgotten by consumers, by using a generic or common colour scheme for example, is unlikely to stand out.



## Differentiation

Marketing efforts must communicate your brand's unique value proposition – the benefits or value that you are committed to delivering to current and future customers. Establishing what makes your brand special contributes to your brand being seen as an authority in your industry.

**Warning:** Failing to differentiate your brand from the competition will find you struggling to stand out in the market, and it's unlikely you'll build momentum with a loyal and sizable customer following.

## Consistency

Having developed an appealing brand identity, every employee and stakeholder must use it in the same way – across every channel your customer interacts with. Consistent imagery, tone of voice, personality and other brand elements create a cohesive and recognisable brand identity.

**Warning:** If several customer touchpoints and experiences with a brand are unreliable or inconsistent, this damages trust – resulting in less chance of a customer returning.

## Presence and accessibility

Brands that are easy to find, use, remember and interact with are more likely to have customers return and spend money for more experiences. Presence on all relevant platforms, with effective and engaging social media strategies, means your customers don't have to try too hard to get to know you.

**Warning:** Being slow to respond, having a weak online presence, or ineffectively engaging with customers will not put you top-of-mind – their attention, money and loyalty will likely go elsewhere.



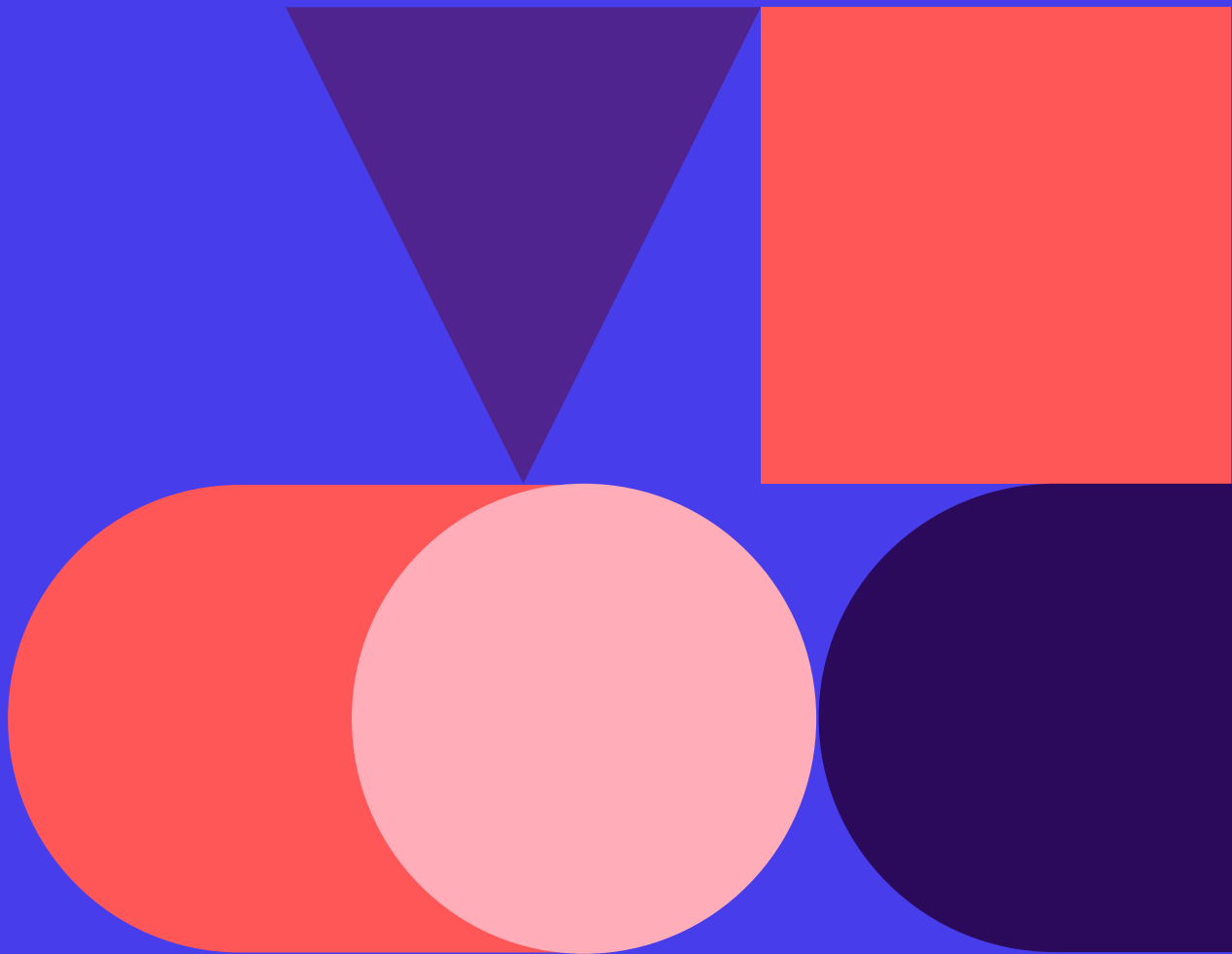
## A better way

Successful brand salience can be achieved with the right attitude and commitment to giving your people the tools to fully deliver your brand identity.

However, if your brand has blindspots and you are not effectively educating your people to communicate your brand in all of these various ways, the competition will always be at least one step ahead.

**Luckily, Papirfly can help.**

# Building brand identity





# One single source of truth

Achieving salience requires your own people – employees and other stakeholders – to be able to clearly access, understand and use your identity in the right way to truly deliver your brand.

Our **Educate & Control** solution is your single source of truth – connecting your people to every aspect of your brand.



## One home for your brand

Deliver your brand values, vision and identity to all employees, designers and partners through one online hub – the gathering point to access everything our brand management platform has to offer.

## Brand identity guidelines

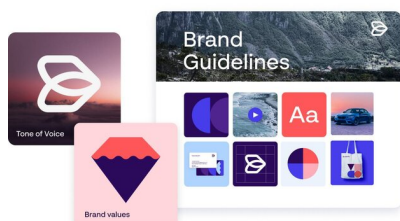
Educate people on every aspect of your brand, beyond just the logo – guidelines, patterns, shapes, fonts, colours, slogans, tone of voice and your value proposition. Combine everything that matters together, to empower your people to bring your brand to life.

## Global to local on-brand asset control

Provide instant and personalised access to specific sets of brand assets, with Digital Asset Management (DAM), giving teams signed-off imagery and materials for global and local use, in any language.

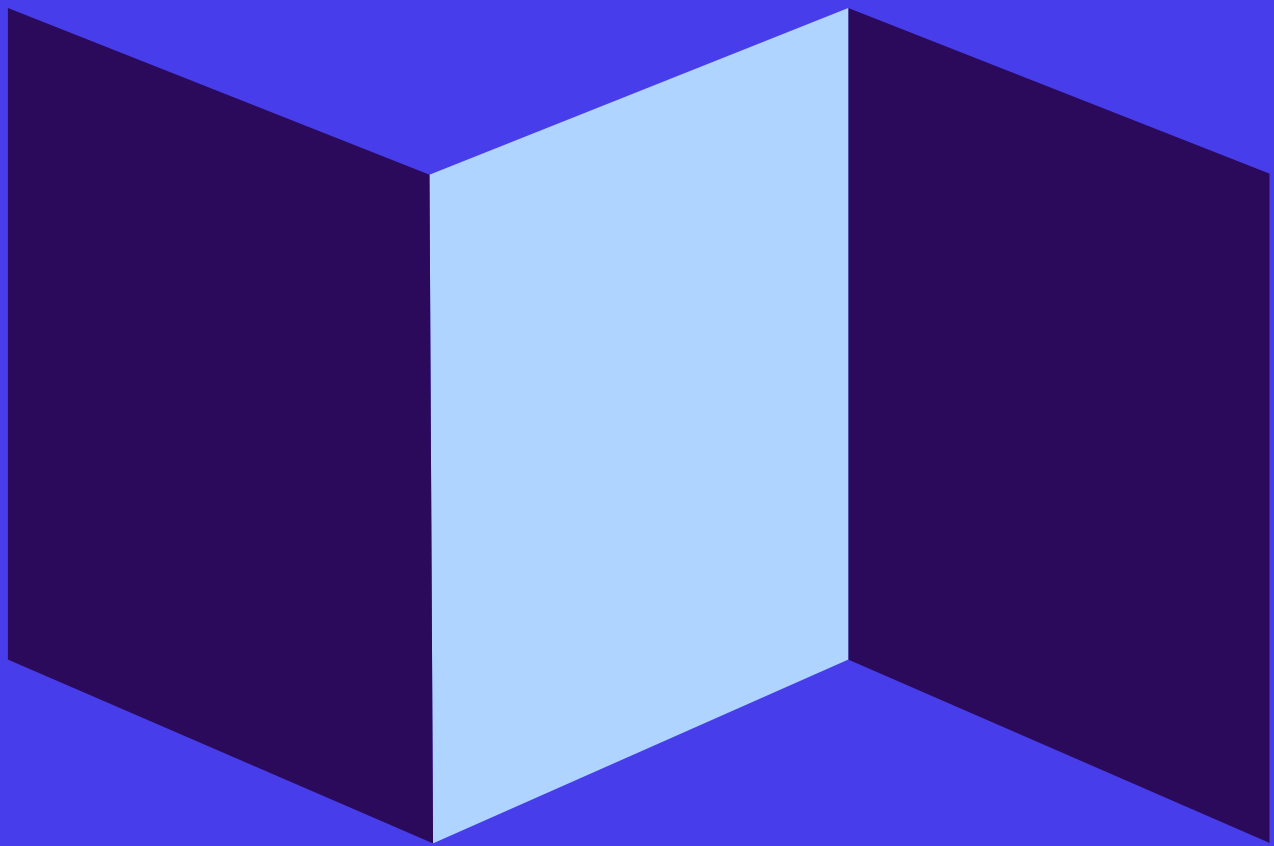
## Aligned brand communication

With one point of truth, international and local teams and collaborators can stay aligned with every aspect of your brand and campaigns – including the nuances of different cultures and locations.



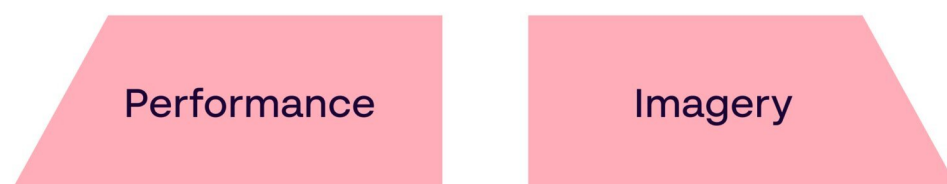
# 2. Brand meaning

What are you?





Is it clear what your product or service actually does? With a brand identity established, focusing on meaning is the next key stage. This is made up of two components – brand performance and brand imagery.



Meeting and exceeding customer expectations requires communicating attributes of your product or service, such as quality, reliability and price – providing a measurable way for consumers to evaluate your brand, its offerings and what differentiates you from what other companies offer.

Performance and imagery go hand in hand, and occupy the same level in the pyramid, as they collaborate to paint a picture and shape a brand's meaning and perception among a target group of customers. The images you use – static and video – include intangible and emotional clues that align with text being shown or spoken. Aspects such as the brand's personality, values, and symbolism – as well as more tangible visual and sensory cues like logos, colours, packaging, sound, scent, and touch – build on the foundational elements of your brand, bringing it to life.

To establish what your product should mean to customers, your brand needs:

## Emotional connection

Brands create an emotional connection with customers and generate brand meaning through marketing efforts that use storytelling, shareable content, and social media engagement – a multichannel strategy that meets customers where they already are.

**Warning:** Failure to establish a meaningful relationship between your brand and the customer can lead to a lack of meaning, and a failure to establish a strong brand identity people want to spend time and money on.



## Unique value proposition

Once your own people are educated on why you exist, what problems you solve and what benefits you offer, communicating this effectively makes what you do meaningful – and appeals to your customers to get involved.

**Warning:** When a brand is not relevant to its target audience, customers can't see its value. This includes the value your product has compared to your competitors.

## Personality and symbolism

Just like people we love to spend time with, knowing a brand's distinctive personality over time means a customer knows where they stand – feeling at ease and excited to engage. Brands often use visual symbols and metaphors that help communicate the personality and message, in a memorable, familiar and effective way.

**Warning:** Confusing or contradictory messaging, metaphors and symbols can undermine the brand's credibility with customers.





## A better way

When meaning is successfully achieved, customer's can't get enough of your brand. They will exclusively seek you out when they need a product that you offer – they won't even question looking elsewhere – and the likelihood of repeat business and growth through positive word of mouth is assured.

By focusing on brand performance and imagery, companies can build a strong brand identity, establish credibility, and create a relationship that drives long-term success. A tough task – yet with the opportunities of growth a worthy reward.

**More rewards for less effort are possible, with Papirfly.**

# Building brand meaning

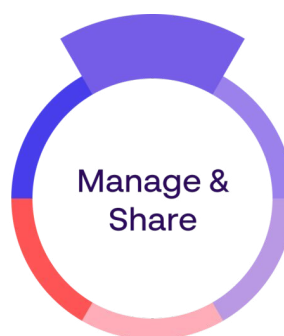




# Centralise imagery and global assets

Creating meaning for your customers requires giving your own teams access to imagery and other assets, across your organisation – countries, regions and hyper-local markets.

With our **Manage & Share** solution, get every asset to wherever it needs to go, to fully activate your brand and drive your campaigns – with speed and ease.



## Digital Asset Management (DAM)

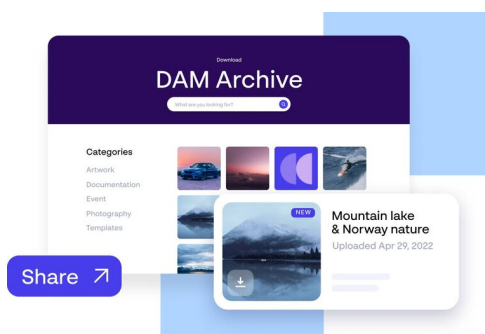
Centralise thousands of digital assets into one globally accessible library – empowering your teams in every location to create on-brand marketing material for their specific audience.

## Efficient structuring and access

Locate, edit and send assets quickly and easily, utilising tags in the way suits your operations – via categories, campaigns, countries and more. Gain peace of mind by granting autonomy and flexibility to individuals and teams, in line with their unique roles and business goals.

## Media gallery

Share imagery via social media, creating custom-size look-and-feel functionality, according to your brand's own graphic profile and needs. Manage video files with ease. Preview and publish all or part of a clip – ensuring that video is streamed and can be played in any browser and device.





# Inform how you perform with on-brand templating

Align every piece of marketing to your brand's guidelines with predefined design templates, giving everyone with access to our brand management platform the power to activate your brand.

With our **Create & Activate** solution, no design skills are needed. An unlimited number of assets are at their fingertips, only minutes away from being created with a variety of templates designed by you.



## Template Technology

Bring peace of mind across your organisation with pre-approved, locked-down design elements within intuitive templates – ensure on-brand studio-quality standards with every single asset, helping to engage and inspire your customers.

## Multichannel digital assets

Enable in-house teams to remove production queues and go-to-market faster. Capture golden opportunities across web, direct mail, email, in-store collateral, social media, newspaper advertising and digital banners. Engage customers at every touchpoint.

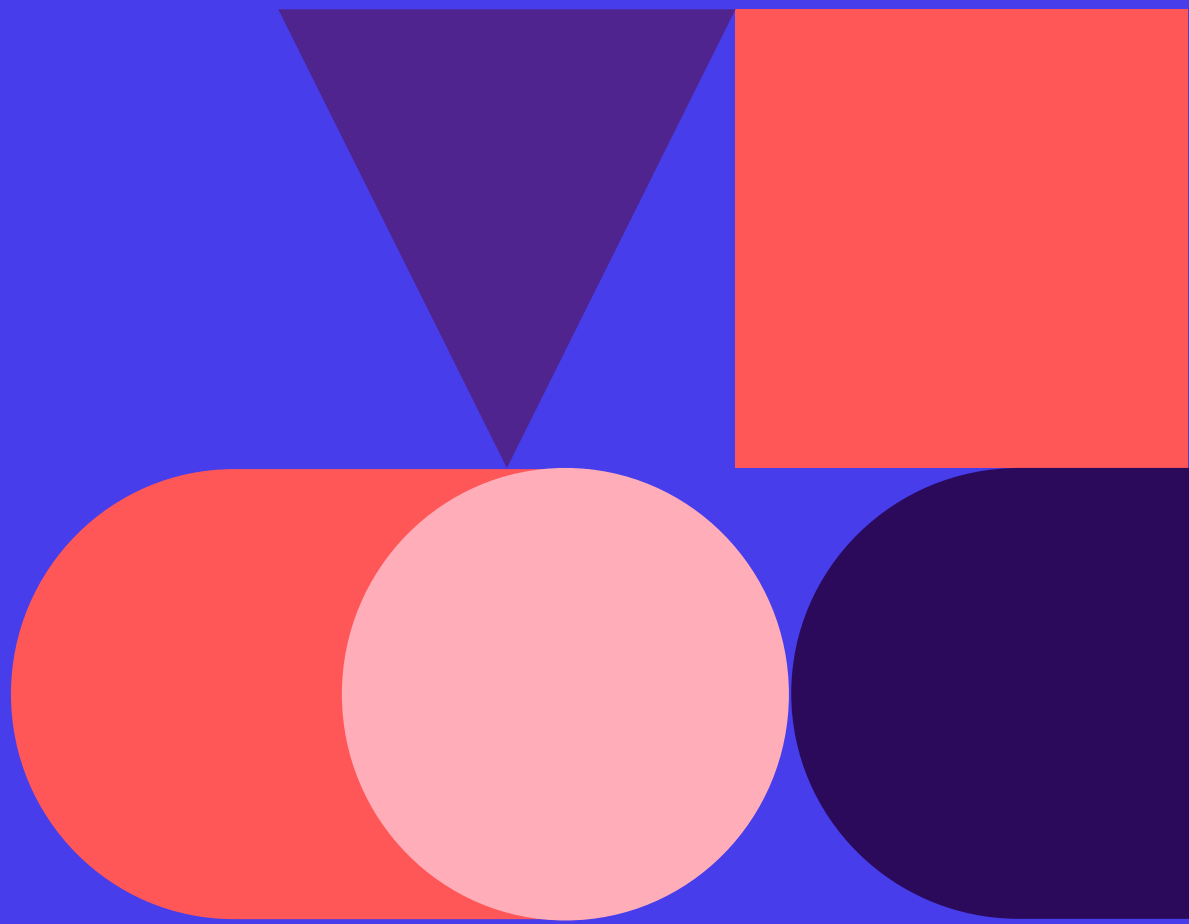
## Go hyper-local

Speak to different regional markets with the required nuance, aligning culturally relevant images, phrasing and languages within design templates. Empower teams with platforms in their own language – giving you the edge in inspiring a truly global customer base.

**We'll revisit our Create & Activate solution as we continue up the pyramid.**

# 3. Brand response

What about you?





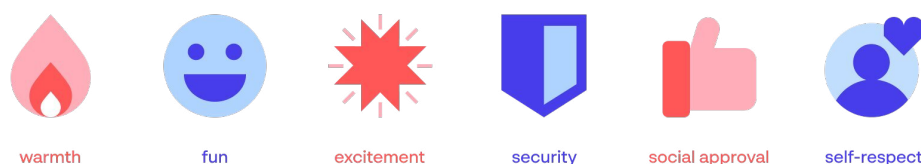
A brand is always vulnerable, even when strong and established. Your customers are aware of you and your every move. Your behaviour as a brand is there for all to see.

In this step, you must understand and take action on customers' **judgements** and **feelings** they have in response to your messaging – their emotional connection to your brand.



Consider judgement as the perceived quality, integrity and relevance your brand has to your customers and their needs. Informing such judgements are feelings.

Keller states that the six key positive brand feelings for customers are:



Source: Keller, 2003

Responding to such judgments and building positive feelings means consistency is key. In every campaign. At every touchpoint.

To positively influence customer responses to your brand, you need:

## Customer-centric approaches

Focusing on customer needs and preferences increases the probability they'll keep coming back for more. Marketing efforts responding to customer feedback and buying trends, addressing their pain points, delivering exceptional customer service, and creating more personalised experiences, can result in raving fans that feel valued and appreciated.



**Warning:** If the customer doesn't feel considered on a personal and emotional level, they are unlikely to respond positively and are very likely to disconnect from your brand and overall messaging.

## Positive emotional appeal

Brands who are able to create and deliver positive messaging are likely to see improved customer judgement over time. Paying particular attention to the key feelings above, uplifting or inspiring communication creates a feeling of community and belonging – a sense of home your customers will frequently crave revisiting.

**Warning:** If a brand is associated with negative emotions or experiences through pessimistic or lazy messaging, poor product quality, bad customer service, or unethical business practices, these touchpoints could permanently damage how your brand is perceived.

## Clear brand meaning

Reiterating the previous section in the pyramid, your brand's meaning must be clear and compelling. Positive judgements and feelings develop when people know why you exist, why they should consider you, and can see your sense of meaning and purpose over a long period of time.

**Warning:** Regardless of product quality, lack of investment in operational tools and creative ideas toward advertising, or other marketing efforts, will dampen growth.

## Commitment to integrity

Brands with a consistent, cohesive and credible message across every channel and marketing effort tend to generate more positive brand responses. Multichannel reinforcement of your brand identity, values, and imagery across all channels, galvanises your brand's core values and unique selling proposition.

**Warning:** Making unrealistic claims, using misleading advertising, or developing a tendency to operate with questionable business practices will create distrust.



## A better way

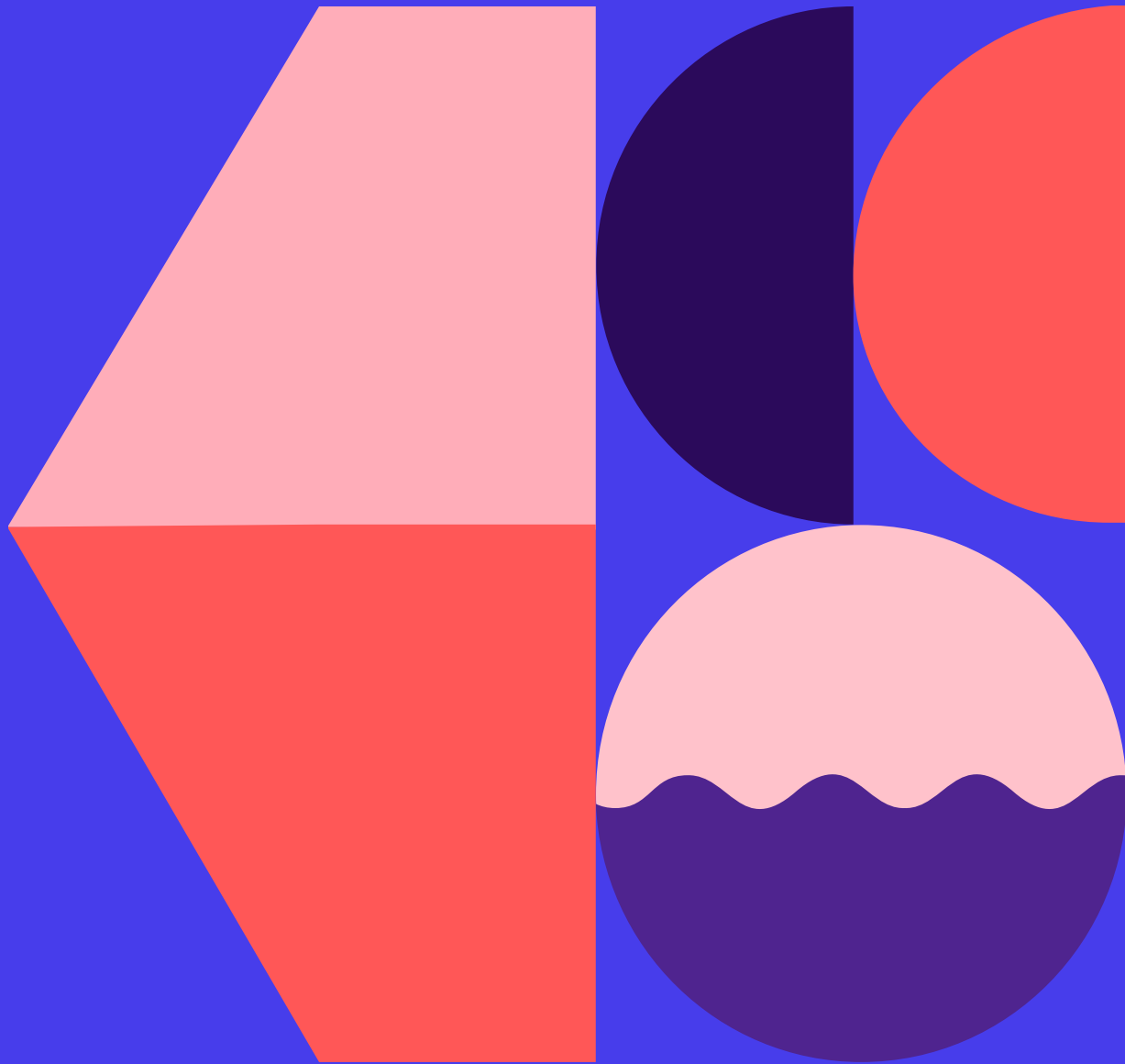
Remember, those people yet to purchase your product are unlikely to be ready to buy from 'day one' of learning about you. Some will judge you from afar, depending on the person or company's needs and the purchasing behaviour and timeline that suits them.

Answering the call of a CTA of 'Sign up', 'Book a demo', or 'Buy now' depends on patience, and a commitment to a long-term brand management strategy – meaning excellent operation efficiency within your branding and marketing teams is a must-have.

**Papirfly to the rescue.**



# Building positive responses





# Create brand-perfect assets instantly

Returning to our **Create & Activate** solution, Papirfly's brand management platform empowers every team responsive to market trends and customer needs – in an instant.



## Fast in-house creation

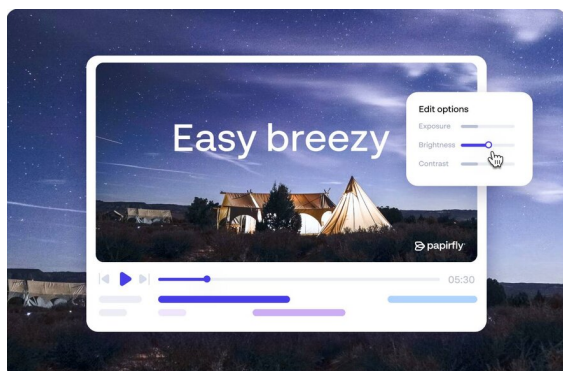
Reduce the back-and-forth reliance on agencies, as day-to-day branding and marketing assets can be created quickly, with no agency design skills needed. With predefined brand templates, assets that used to take days to get sign-off can be given the green light fast, with our robust approval system.

## Video storytelling

Whether speaking internally to your people, or reaching customers in response to events and trends, in our Video Editor you can create simple branded templates that anyone can use. For employer branding, corporate or marketing purposes, enhance the stories you tell and improve audience engagement.

## Global to local

Respond to events and trends of different magnitudes, reacting with speed to reassure customers and stakeholders. Any language. Anytime. Anywhere.





# Activate a responsive go-to-market strategy

With less reliance on external agencies to create every asset, bottlenecks can be eliminated and your talent is freed up to focus on hitting and exceeding strategic goals.

With our **Plan & Collaborate** solution, you can access a bird's-eye view of all campaign activities, enabling you to manage workflows and track budgets with ease.



## Campaign planning

Set up your activities, monitor campaigns, and easily group assets to assess their impact as a collective – create briefs, tag marketing materials and align efforts with brand strategy.

## Real-time overview

Get the complete picture with visuals on activities, overarching global and local campaigns, and timeframes - depending on single users' needs.

## Cross-team collaboration

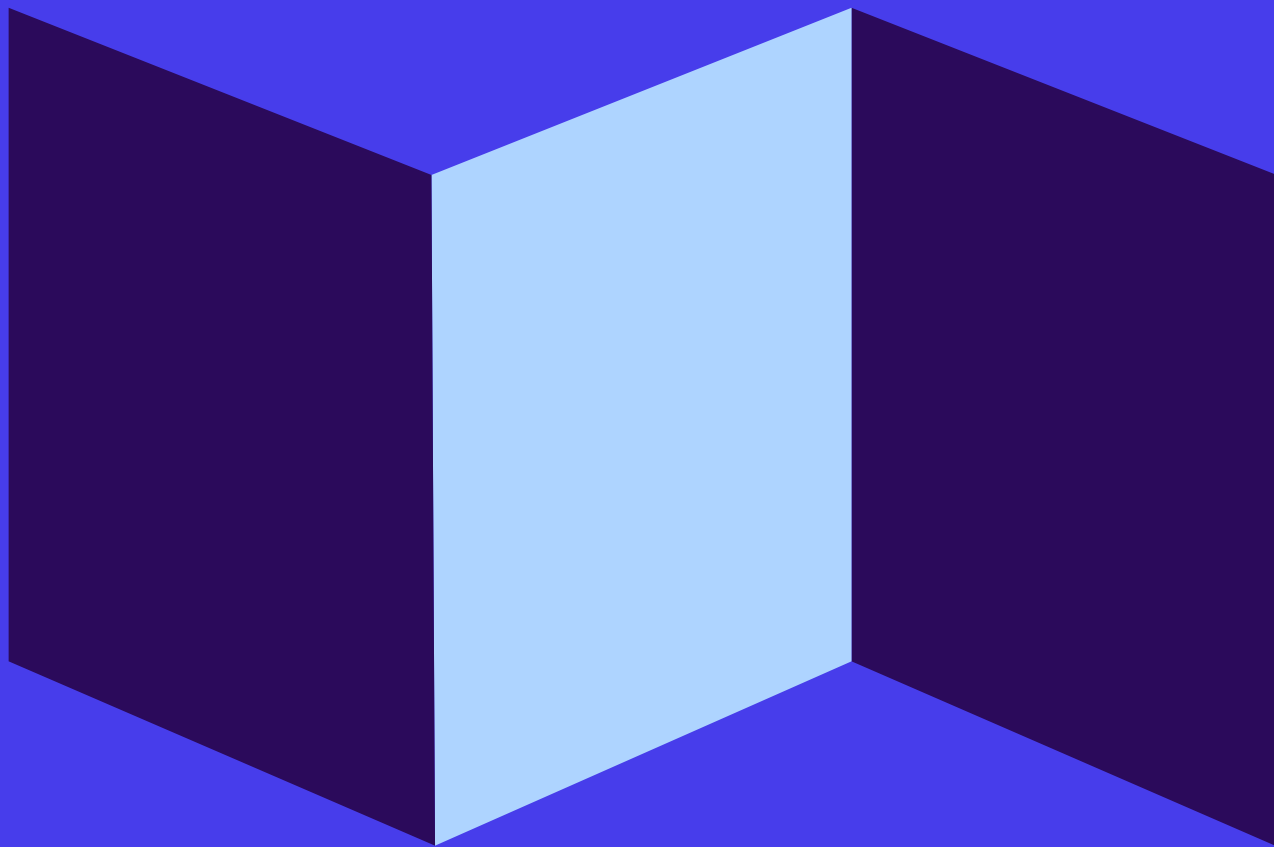
Empower your teams to work together in the most effective way – provide clarity on who is assigned which tasks and streamline all creative requests across your brand.

## Approval workflows

Improve clarity for day-to-day processes, eliminating bottlenecks by easily reviewing tasks, annotating pieces of work and speeding up asset approval and notification processes.

# 4. Brand resonance

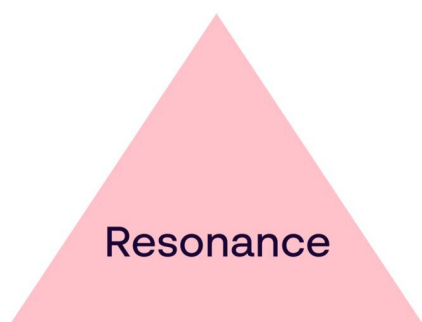
What about you and me?





'So, where is this relationship going?' – often an uncomfortable question for two people. Over time, it's what every customer subconsciously asks themselves about a brand. The answer is ultimately win or lose for your brand – in terms of revenue, profit, loss and sales numbers. Hence we arrive at the fourth and final stage, at the top of the pyramid.

Ultimately, **resonance** is what you'll achieve for your brand, if you've successfully delivered on the previous stages in Keller's model – and customers believe you will continue to commit to doing the same going forward.



At this stage, victorious brands have achieved the highest level of customer loyalty and attachment. A deep, two-way, emotional connection between the brand and the customer has been built. Your brand is now a central part of the customer's identity and lifestyle, and they are likely to remain loyal and engaged with your brand over time – even in the face of the most worthy of competitors and changing market conditions.

Having passed through the phases of brand salience, meaning and response, you must keep tending to every area of the pyramid. Engaging marketing campaigns that continue to tell a compelling brand story – especially as you and your company go through highs and lows – must continue to meet and exceed customer expectations. You can only do this if you are able to qualify what marketing and messaging is working – and what isn't.



To achieve sustained resonance, your brand needs to build and prove:

## Active engagement

Creating campaigns and day-to-day messaging which is easy, pleasant and beneficial to engage with is one thing. Having the data to back up which materials are being used by your marketing teams, and which messages are getting the most audience engagement, is key to understanding whether your brand strategy is working – therefore knowing what you should keep doing more of, and what needs to change.

**Warning:** Whilst being creative and trying new ways of speaking to your customers is essential, not having the data to see what's working could mean you follow a path that damages all other areas of the customer journey – no matter how good your product is.

## Behavioural loyalty

Whilst remaining a different prospect than your rivals, your brand must encourage trust in your customers, and the belief that you can deliver and adapt to their needs over a long period of time. Whilst you should always avoid mis-steps, no person or brand is perfect – but knowing when and how you've made the occasional slip in your messaging is essential to rectify any damage with a quick and efficient response.

**Warning:** Weak customer loyalty can be caused by a lack of focus on customer needs and expectations, or a sustained inability to outline what makes you different from your closest rivals.

## Community spirit

Community is built and strengthened over time. Those strong connections created by aligning your brand with your customers' own values and interests, must feel constantly accessible. Finding out what your customers collectively think allows you to realign with them as times change.

**Warning:** A lack of community or belonging with a brand can make owning your product less attractive – or at least not as attractive as a brand who has devoted customers. People are more likely to listen to those who feel secure in their choices.



## Attitudinal attachment

Your customers love your brand or your product, and they see it as a special purchase and are seen to provide unique value. A high rate of repeat purchases, including in comparison to rival products and brands, can be reassuring. Alongside gathered data from launched campaigns and customer feedback strategies, you can reassure your management team of accurate customer attitudes and behaviours.

**Warning:** Even if you have a large number of returning customers, be aware that this behaviour may simply be habitual – they may be looking around at alternatives or hearing strong word-of-mouth about other brands. Be careful not to neglect new or recently established customer relationships, who will be judging you much more closely.



## A better way

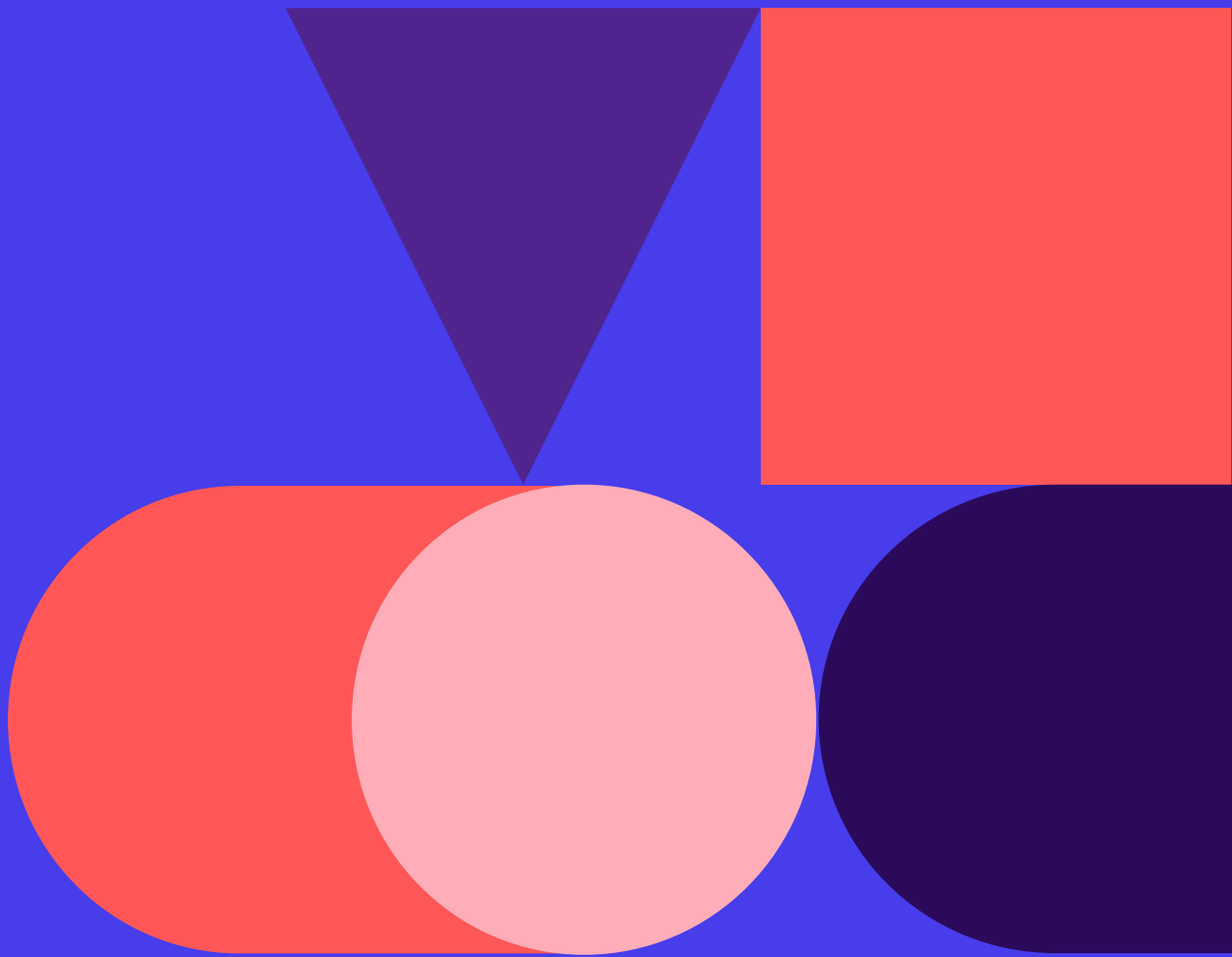
The position of resonance is considered the pinnacle of the promised land for any brand. Driving long-term customer loyalty, witnessing repeat purchases, and ensuring that positive word-of-mouth recommendations flow across your channels are all determined over time, and with a lot of hard work.

Assessing critical factors in your brand management strategy, and taking action on your findings, are a pivotal element to achieving growth and success. Giving your people the equipment to analyse your branding and marketing efforts in such an ever-shifting global business landscape, provides the best chance for the customer-brand relationship to thrive.

**Fully prepare your brand for the future, with Papirfly.**



# Building brand resonance





# Refine brand management strategy

On top of our other solutions, which help activate every aspect of your brand, our tools can further support growth when you can assess which assets and activities work most effectively.

Within our brand management platform, our **Measure & Optimise** solution supports you to monitor the performance of your marketing assets and team activity, through insightful reporting – helping you to shape future output for the better.



## Campaign monitoring

Access insightful reports and analytics by comparing the performance of your campaigns.

## Dashboard view

Using a bird's-eye perspective, assess your campaigns quickly in order to make fast choices for next-step brand strategy decisions – easily giving context for actions taken.

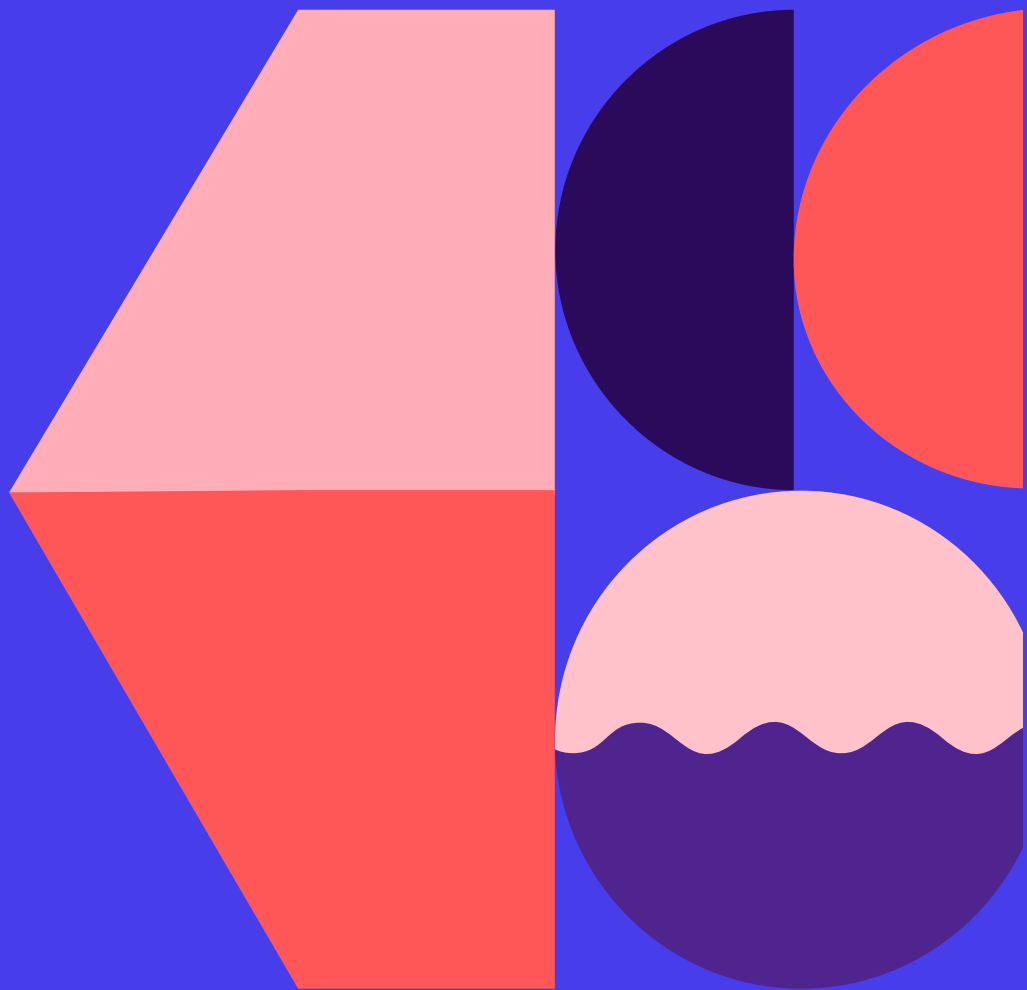
## Data distribution

Using APIs, communicate data clearly, simply and with speed across your organisation to key stakeholders – reduce bottlenecks and time spent data-gathering.

## User-level analysis

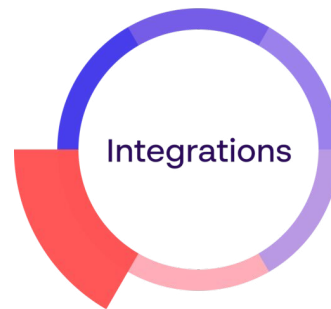
Communicate key insights of your team to support growth and adoption of our all-in-one asset-creation tools and overarching brand management platform.

# Building your all-in-one integrated platform

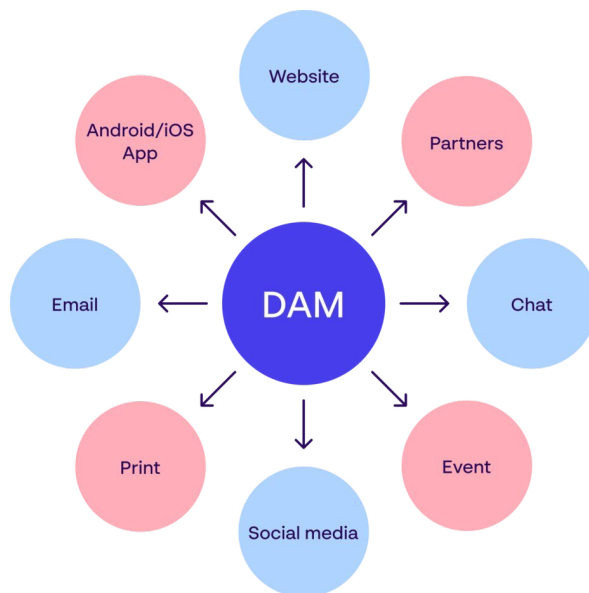




Implementing and maintaining all of the key tools and processes required, to maximise your ability to build positive brand equity, needs MarTech that makes the day-to-day as easy as possible for your people.



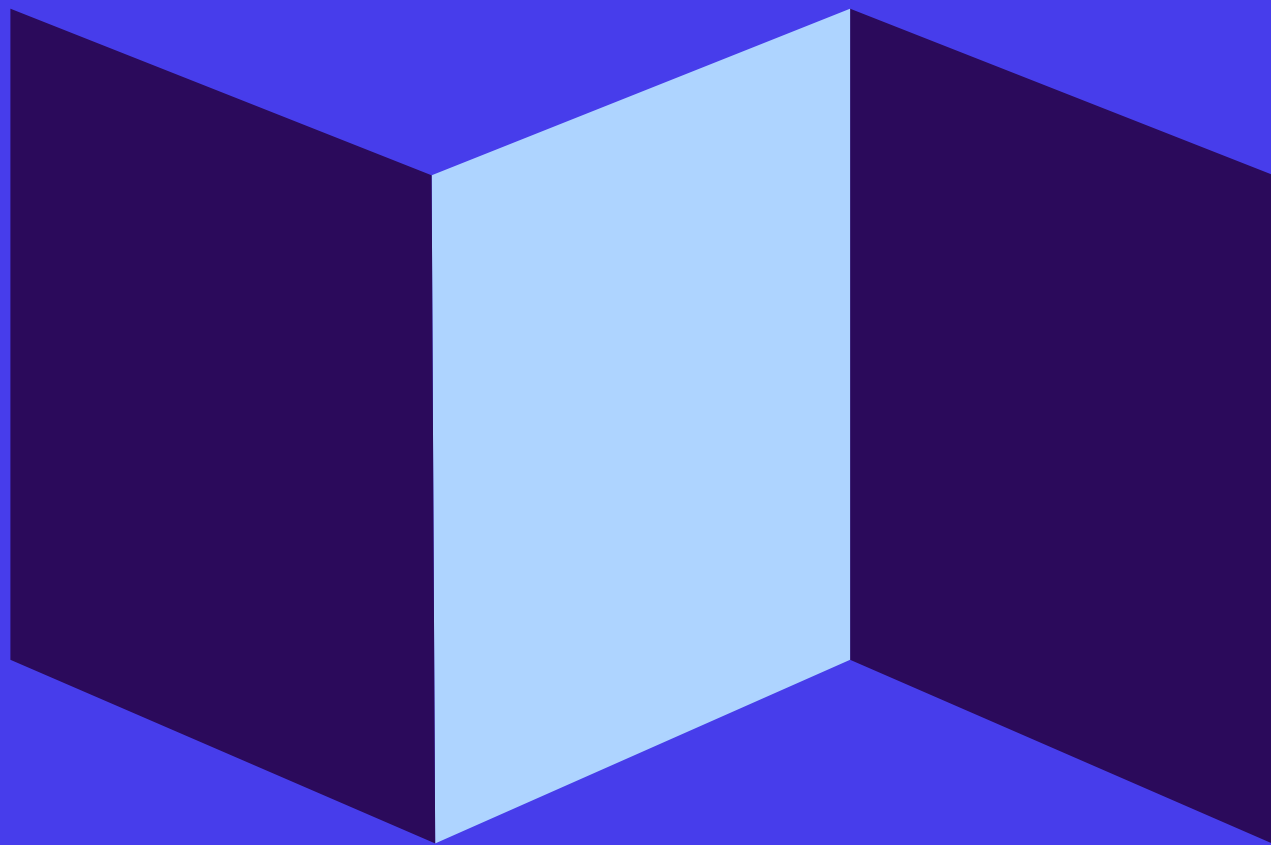
Using Papirfly as your centralised Digital Asset Management (DAM) library, seamless **Integrations** across multiple channels, activate all elements in live channels – in an instant.



Your branding and marketing teams can easily access and maintain images directly from our platform, with integrations empowering faster go-to-market than ever before.

Any changes made to elements in the DAM, such as deletions or updates, are immediately reflected on integrated channels. This ensures that your visual identity is consistently maintained across all channels, as a source of truth.

If you build it,  
they will come





Customers need to trust that your brand and products will benefit their lives, deliver what is promised and can be relied on for the long-term. The foundation to building such a long-lasting and loyal relationship is to start by ensuring every team, every person, and every individual or company that is permitted and encouraged to use your brand is empowered to deliver it.

Building brand equity in unpredictable times calls for tools that can help you delight and commit your customers to your business. This can only be done with an exceptional MarTech stack – a digital ecosystem that gives global brands full control of their brand identity, even as it grows and becomes more complex.

Positive brand equity isn't just possible – our game-changing brand management platform empowers businesses to build deep connections with customers and employees for long-lasting and profitable relationships.

Papirfly makes the difference in giving brands the best chance to succeed, adapt, and grow. Again, and again, and again.

Prepare your brand for the future. Papirfly your brand today.

To find out more about how Papirfly's brand management platform can help you build brand equity, book a demo today. A member of our expert team is waiting to help you.

[Book a demo](#)

# Who are our customers?





Across multiple sectors, our brand management platform supports nine of the biggest brands in the world.



Working with multiple creative agencies, dealers and internal employees across seven countries makes Papirfly's system a "must-have" for us. Unified communication and the seamless sharing of assets from one single location keeps our dealers on-brand in all the material they use.

Marie Dellbrant, Brand Director / CMO



The customisable brand hub offers us an area to share our guidelines, links to our latest campaigns and reminders for our users, in an easy to navigate and simple page design.

Jordan Paquet, Marketing Co-ordinator



Papirfly enables us to go to market with consistent messaging, look and feel regardless of language and country.

Jo Bedford , Global Recruitment Branding Manager



All the team feel empowered now, as they are doing things that were not possible before Papirfly. We can see that we are saving both money and time with the solution.

Pernilla Eidslott, Marketing Advisor

Across the verticals of employer branding, corporate branding and all marketing sectors – plus retail, hospitality and distributed markets including automotive – we've got brand management covered for all global and growing brands.

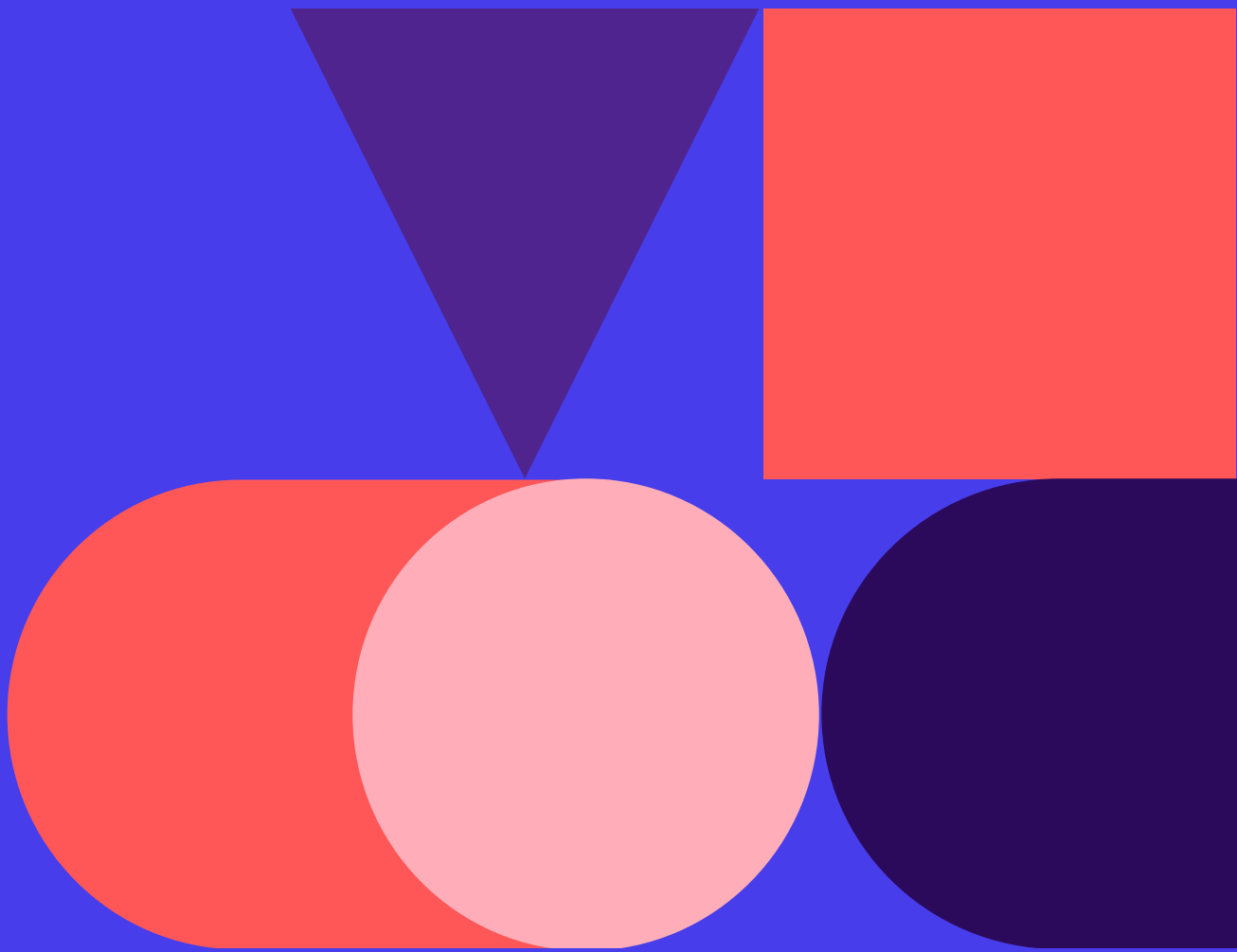




# Global brands trust Papirfly



# 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



## 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 onsecure 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."

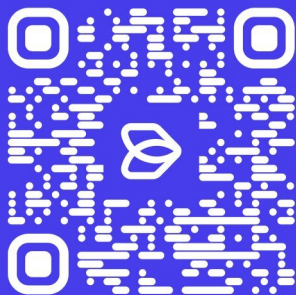
Interviewee from pharmaceutical

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



# Empower your people. Unleash your brand.

Discover our game-changing brand management platform.



At [papirfly.com](https://papirfly.com) you can

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

Follow us on:  

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