Templafy

Protect your brand

- the **last mile** in brand management

Table of contents

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Branding demands commitment; commitment to continual re-invention; striking chords with people to stir their emotions; and commitment to imagination. It is easy to be cynical about such things, much harder to be successful.

– Sir Richard Branson

The last mile: hidden issues in brand management

Gone are the days when it's enough to simply put brand assets on a DAM or SharePoint and consider the brand rollout complete. When brand compliance reaches only as far as the brand and marketing departments, the last mile is the journey to secure compliance in every document produced by every individual across the company - no matter the size of the organization.

Brand departments are the **identity makers** of every successful company. Yet despite recognizing brand value, even the biggest names are **unwittingly eroded from within**. Billboards, campaigns, advertisements and so on are highly regulated and controlled brand showcases. However, that's only one side of the brand story.
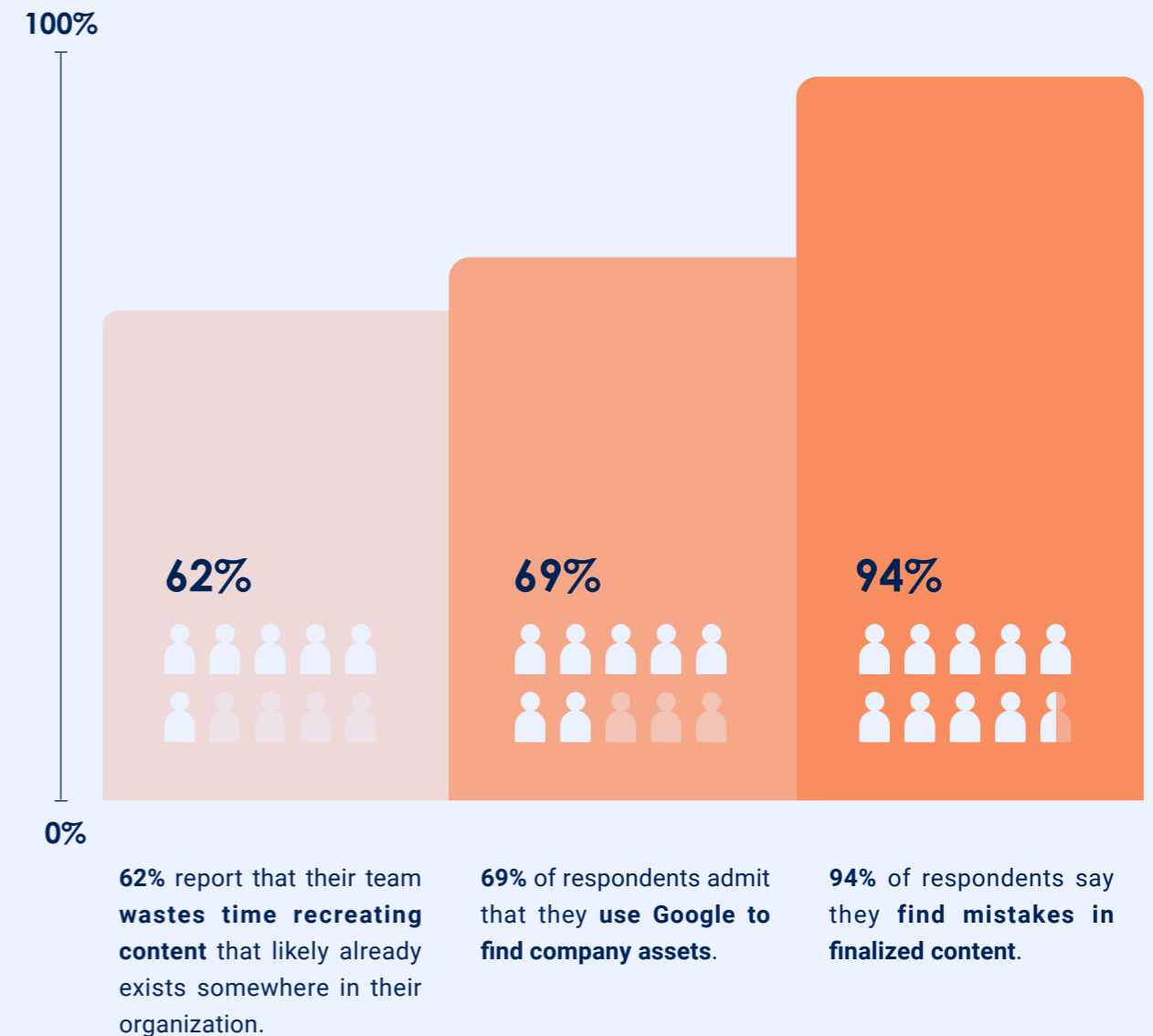
The reality is, **employees create 10,000** documents, presentations and emails every year on average and that's **10,000 opportunities** to uphold or **diminish the company's brand**. Human nature (and indeed a 2022 survey) indicates that people will take the **easiest route to find brand assets** for documents, and that's rarely searching the DAM for the latest versions. People **can - and will** - help themselves **using Google**, or they'll **reuse old versions**. And this is a **pervasive issue** affecting even the most **valuable brand names**.

Templafy research data

Templafy has commissioned a **global research study** to uncover the **key frustrations and issues** impacting brands worldwide. Key figures from the study will appear throughout this publication. All other data is referenced.

Research reveals worrying trends:

Time waste, content errors and access issues are rife globally.

100%

62%

69%

94%

0%

62% report that their team **wastes time recreating content** that likely already exists somewhere in their organization.

69% of respondents admit that they **use Google to find company assets**.

94% of respondents say they **find mistakes in finalized content**.

Read on to get the facts on the **most frequently reported brand rollout problems** and **the solution that connects every brand asset** to every employee's document, presentation and email.

The brand police problem

When brand and/or marketing departments are asked to play the role of brand police, three things happen: bottlenecks in content production, employee frustration, and a resource drain that's costing strategic brand development.

A strong brand is a **marker of trust**. Customers familiar with a certain brand are understandably unsettled if sudden changes in branding are inconsistent. In a word, it looks unprofessional. **In a recent survey, 89% agree that even small errors in final content can damage client trust**.

But when statistics show that **94% of employees** are **finding mistakes in finalized content**, companies are resorting to brand policing and using brand and marketing department resources to create content review processes.

Who are the brand police?

The brand police are those designated individuals whose task it is to **monitor and object to content created** when it doesn't adhere to guidelines. They use time trying to "catch" offenders (their colleagues) and protect the brand. Unfortunately, this kind of content review is **inefficient and frustrating** for everyone involved.

The result of this 'brand policing' process is typically a **content bottleneck** system where productivity is diminished, and employees are frustrated by the slowdown in progress. Some may circumvent brand checks in order to meet productivity goals, and the result is yet **even more branding errors** appearing in finalized content.

Why (we think) we need the police

Marketing and branding teams may **"own" the brand** in terms of developing new guidelines and campaigns. And they may have the **branding expertise,** making it second nature to use the "latest." Still, not everyone in the company has **equal access or equivalent knowledge** of the latest brand assets or how to apply them.

In fact, when brand assets are stored in centralized repositories, these sit outside of the document content creation workflow for most individuals, meaning that the **responsibility is on every individual** to know **where to look**, correctly **identify**, and **apply** in accordance with **brand guidelines** that they are expected to also know. That's a lot to ask of individuals whose role and skills may vary significantly.

When there is **no systematic approach** to eliminate the **risk of employees** inadvertently using **off-brand materials**, it's clear why companies feel that spending resources on brand policing **outweigh the risk of brand devaluation**.

Old Logos

The intuitive access problem

When employees are forced to choose between efficiency and compliance, efficiency usually wins. However, when companies figure out how to make the route to compliance the fastest, that's when efficiency burgeons.

It's human nature to find **the fastest route** to getting work done. People **seek efficiency** and therefore using the easiest and most familiar route is how we **operate by default** – even if this means ignoring the workflows that companies would prefer us to use.

73% of employees surveyed said they **don't use the latest company-approved version** of relevant content when creating new pieces. Instead, **47%** said they **save over their previous versions** instead of seeking out the latest company-approved version, and **over a quarter (26%)** say they **start from scratch** every time.
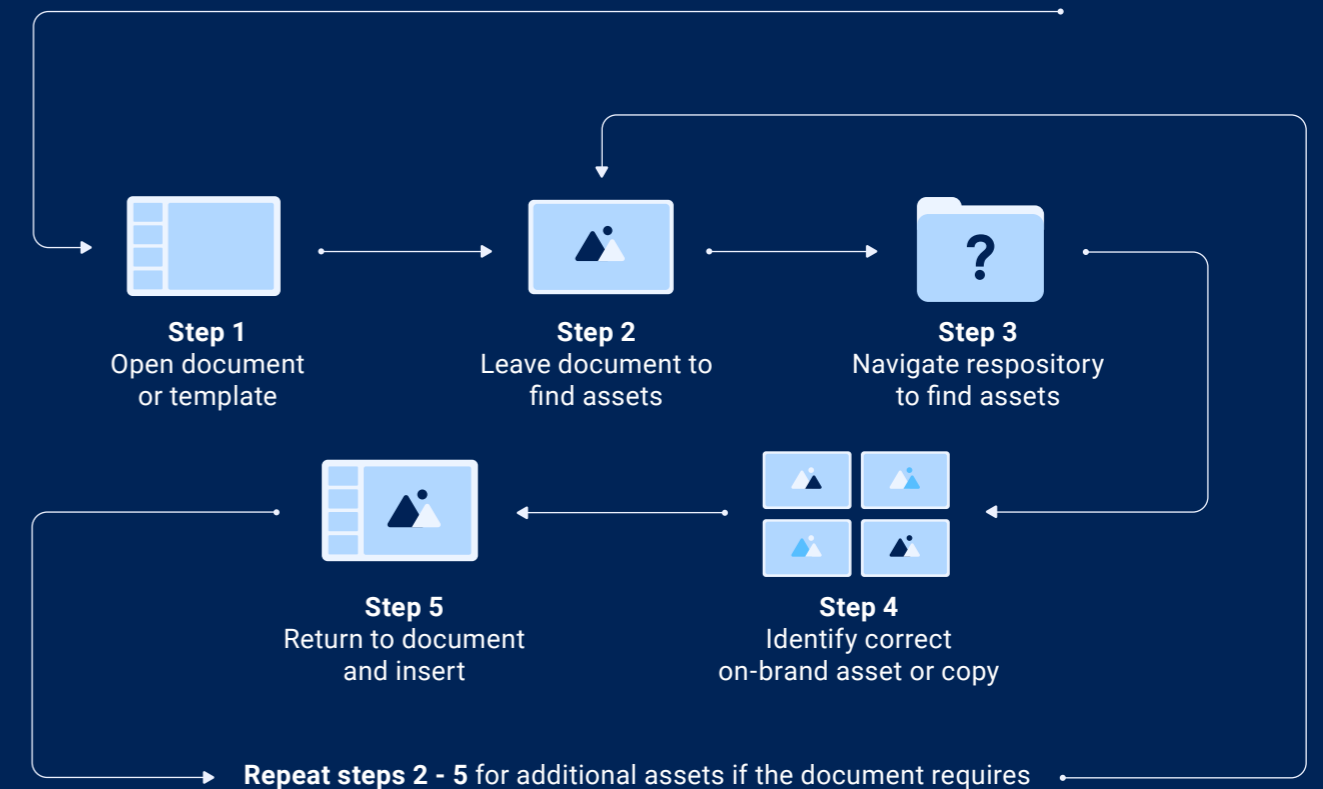
Out of sight, out of date

It's a common fallacy that delivering brand assets to a centralized repository is **"far enough"** for a brand content rollout. The fact is that when a **company adds extra steps** to ensure staying on-brand during the document creation process, they are asking the employee to **choose between compliance and efficiency**.

Companies that opt to **connect brand content** directly to employee workflows (e.g., inside Microsoft Office, Google Workspace or Salesforce) not only give employees a **faster, intuitive route** to getting work done, they are also ensuring that it's **easier** for employees to **stay on-brand** than go off-brand.

Disconnected workflow

Too many steps in a workflow make it slow and frustrating to follow.

Step 1
Open document or template

Step 2
Leave document to find assets

Step 3
Navigate respository to find assets

Step 4
Identify correct on-brand asset or copy

Step 5
Return to document and insert

Repeat steps 2 - 5 for additional assets if the document requires

Connected workflow

Intuitive workflows align company and employee desires for compliance and efficiency.

Step 1
Open document or company approved template

Step 2
Find required assets inside document application

Step 3
Finalize document
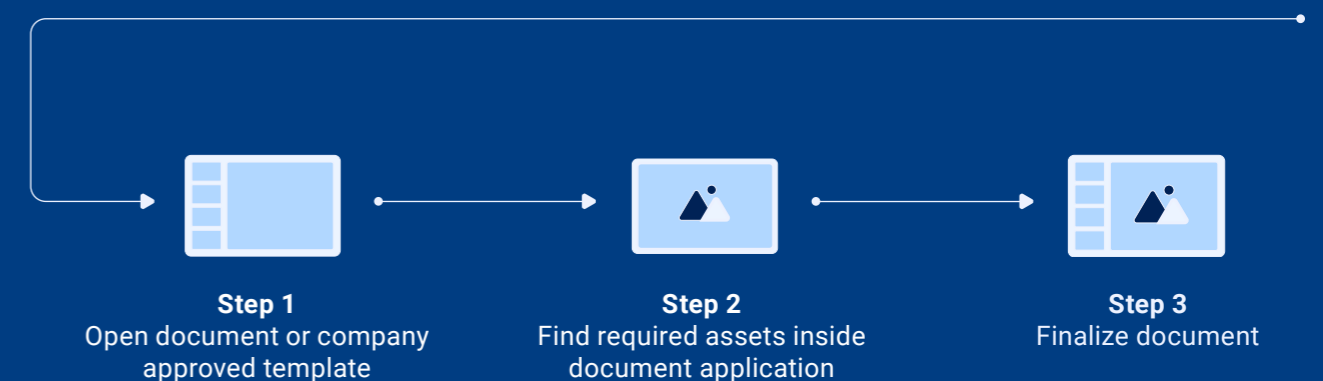
Asking too much of employees

When employees are asked to switch between multiple applications to create a piece of content, they're being asked to work in a slow and frustrating way that could easily be "solved" by reusing older (and possibly outdated) pre-made content.

"**App switching**" is the extra steps the employee takes in a document creation workflow where they **switch between content applications** to find what they need to create a document.

For example, requiring an employee to switch from PowerPoint to a DAM system to locate the new icons created during the rebrand. Not only is this app-switching an **interruption to a workflow** happening inside PowerPoint, but it's also **assuming the employee is aware** that there are new icons.

In a recent survey, when asked how frequently they are searching for information or asking colleagues for materials to add to their content, **41% of people are doing so at least once a day** (of those, **16% say multiple times per day**) with an additional **24% responding 2-3 times per week.** These stats are strong indicators of **non-optimized workflows** that require individuals to **seek the content** they need, rather than have it pushed by the company IT infrastructure.

Suppose companies are to ensure their brand is protected without resorting to deploying 'brand police' as discussed in the previous chapter. In that case, the **solution must be a technological one** that **aligns business goals with human desires** and no longer asks people to choose between efficiency and compliance.

Company logo png

Enabling distribution capabilities outside the IT department

Distributing company content across large organizations is technologically complex and requires the IT department to support any rollout. But even when the hard work is done, there's no guarantee that content distributed to company repositories will get found or used.

Internal **content rollout** is typically a **cumbersome task** for the **IT department.** Without the technology to ensure smooth, fast dissemination of content across large organizations, **brand and marketing** departments who wish to push new content out must **coordinate with IT** departments and request the **use of their resources.**

Whether it's **distributing** a new email signature, logo, icons, updating templates, and so on, when the **content creators do not have control** over distribution, it adds **complexity** to the rollout and ultimately **slows down content distribution**. This last mile in rolling out content to employees can seem like **a very long mile** when progress is painfully slow.

Limited distribution: stumbling blocks in the last mile

As content management technology advances, organizations are starting to recognize that **content distribution** that **ends at a centralized repository** (e.g., a SharePoint or DAM system) comes with **serious drawbacks.** In an age where Gen Z digital natives are starting to populate the already

Millennial-heavy workforce[1], **poor workflows** that require the user to **search for content** to complete a document are going the way of dial-up internet: **obsolete, old-fashioned, and frustrating.**

When technology exists that can **serve content directly** to employees inside the document-creation applications they are working in, failing to keep up with **people-optimized technology** will cost companies valuable new hires. A 2021 study asked US employees **how technology** could help[2] them **work more effectively and efficiently**: **75% of employees responded that technology should be more integrated into their daily workflows.** Additionally, **73% wanted** their technology to be **more user-friendly and intuitive**.

Time wasting consequences

The cost of limited distribution is **not confined** to IT resources. Any aversion to the frustrations of searching can lead to **double work** – and as data shows – all too frequently does. A recent survey revealed that **62% of employees report that their team wastes time recreating content that likely already exists somewhere in the organization.**

Why involve IT if it's not necessary?

Aside from employee preferences, utilizing distribution technology that **securely serves brand assets** directly into employee workflows means introducing the **opportunity to uphold** a company's reputation and **brand value in the 10,000 documents,** presentations and emails created per employee every year.

With the right distribution technology, brand rollouts are **easy and smooth**. But perhaps most importantly, the last mile of brand management is **no longer sapping IT resources:** it can all be managed within the brand or marketing department, which translates to **agile working in an ever-changing world**.

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> **75% of employees responded that technology should be more integrated into their daily workflows.**

[1]https://www.openaccessgovernment.org/2020-workforce-will-be-dominated-by-millennials/55775/

[2]https://info.templafy.com/guide/business-enablement-report

Brand activation: why the right time to rebrand is now

The past couple of years has been dramatic. From remote office work to more environmentally conscious thinking to increasing digitization in work and personal life, the rate of change has forced us to adjust ways of living significantly. Brands reflect the times and the values of a society, and this crisis period is a catalyst in the many huge rebranding announcements of major companies.

Rebrands are **opportunities** for organizations to re-invent themselves. Sometimes it's to realign with **new, progressive values** or a new **business model** that may no longer be reflected in their old brand. The measure of a successful rebrand is not insignificant. **Airbnb**[3], one of the industry's most recognizable brands, rebranded to reflect their maturing values. The result was that they **increased their revenue**[4] by an incredible **80% within two years** of the rebrand, demonstrating the very **real reward a successful rebrand** can bring.

Staying relevant in a changing world

As **Generation Z** continues to increase their impact on the workforce and societal values, companies are now **taking note of the trends** that come with this growing generation who are **more open** to gender fluidity and non-binary concepts, environmental sustainability concerns, shopping habits and food preferences. In response to the growing demographic of Generation Z, **staying relevant** will mean **adapting brands** to the culture shift if companies want to **grow their customer base**.

It's perhaps unsurprising given the state of the world that **many companies** are indeed **undergoing or planning to launch a rebrand**. In our recent survey, over half **(53%) of respondents said their companies were likely to undergo a rebrand** within the next five years. But in this same study, **54% say their organization has concerns about content rollout and/or compatibility** that have held them back from making brand updates (Americans were 26% more likely than average to say this) with **69% agreeing that updating** all of the company content would be one of the **most challenging aspects of rebranding.**

So while the case for rebranding may be **compelling and understood**, concerns about the actual rollout of content and brand assets are seemingly a **stumbling block** for a great many organizations who may **wish to reap the rewards** of a rebrand, but are **afraid to take on the task.**

53%
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54%
of employees said that their organization has concerns about content rollout and/or compatibility that have held them back from brand updates.

Branding content

69%
of employees agreed that updating all of the company content would be one of the most challenging aspects of rebranding.

[3]https://www.fastcompany.com/3033130/airbnb-unveils-a-major-rebranding-effort-that-paves-the-way-for-sh
[4]https://financesonline.com/generation-z-trends/

Making the business case for a rebrand

Rebranding is an inevitable part of any company's growth. To speed up the decision to go ahead with a rebrand, here are some key facts and figures to help make a stronger business case for brand departments to get the green light from management and the IT department.

As we've seen from the statistics in the previous chapter, over **half of respondents (54%) have held back from making brand updates due to concerns about the content rollout.** However, given the changing times both culturally and in the workplace, brand teams may feel rightly **compelled to push for a rebrand soon** if they want to **remain relevant** to existing customers and continue to attract new ones.

How to get IT department support for a rebrand

Rebrand rollouts are typically **IT-heavy tasks.** Much of their resources are required to update templates, brand assets, email signatures, etc., and **distribute the updated content** to where it needs to be. In global companies with **multiple offices** and employee numbers in the thousands, this task is an **extremely cumbersome** one.

However, with the **right content enablement technology**, the IT department's heavy lift can be **cut by a staggering 95%** by putting the capability to **push out updates** in the hands of **branding teams without IT** involvement beyond basic oversight support. (Forrester TEI study of Templafy, 2019). This and more compelling data to build a business case is explained across:

Getting senior management on board

Forrester's Total Economic Impact report[5] on Templafy's platform revealed some **compelling numbers** to convince senior management to give the go-ahead on a rebrand initiative.

Efficiency gains

Templafy reduces time spent creating content by 30%: When the right content is being distributed directly to employees inside their workflow, the result is a faster (and automatically brand-compliant) route to getting work done.

Put time-savings and compliance hand in hand

Employees save 4-hours per week on document review: When on-brand content is the easiest-to-find material during the document creation process, the quality of submitted work will naturally rise as it's easier to stay on-brand than go off-brand.

Return on investment

1,239% ROI in less than three years: By deploying Templafy, companies achieved a significant productivity uplift for end-users, brand and IT teams by simplifying the process for updating and using templates and brand assets.

Many **factors dissuading companies** from initiating a rebrand come back to the **difficulties experienced in the last mile** of securing brand integrity in business documents. However, when **strong data and IT buy-in** support the business case, **getting the green light** from management **gets easier.**

[5]https://info.templafy.com/forrester-total-economic-impact-templafy

Templafy's brand activation solution

When you control every step in the brand asset supply chain all the way to the document, then you control your brand everywhere.

Understanding the issues (and consequences) of inefficient brand rollouts is **the starting point** for finding **solutions** to the pervasive problems inherent in **rebranding and upholding brand value**.

How to make staying on-brand easier than going off-brand

Templafy's document generation platform covers **the last mile in a brand rollout** enabling organizations to **instantly distribute new content** directly into the **applications employees are working in**, such as Microsoft Office and Google Workspace.

Brand asset distribution is a simple task controlled by the people who manage the brand. **IT departments are freed** from the heavy burden usually associated with brand rollouts.

Employees are **no longer asked to search** for the right content when companies can enable their brand teams to **deliver content directly inside existing workflows.** With this level of **control**, it is now possible to **enable full compliance** with brand guidelines **100% of the time.**

The last mile in brand management

Just as Amazon's **"Last Mile"**[7] program finds a way to **control every link in the supply chain**; so too does **Templafy's unique solution cut inefficiencies** and deliver brand materials direct to the employee's documents **empowering companies to secure their brand right down to the smallest detail.**
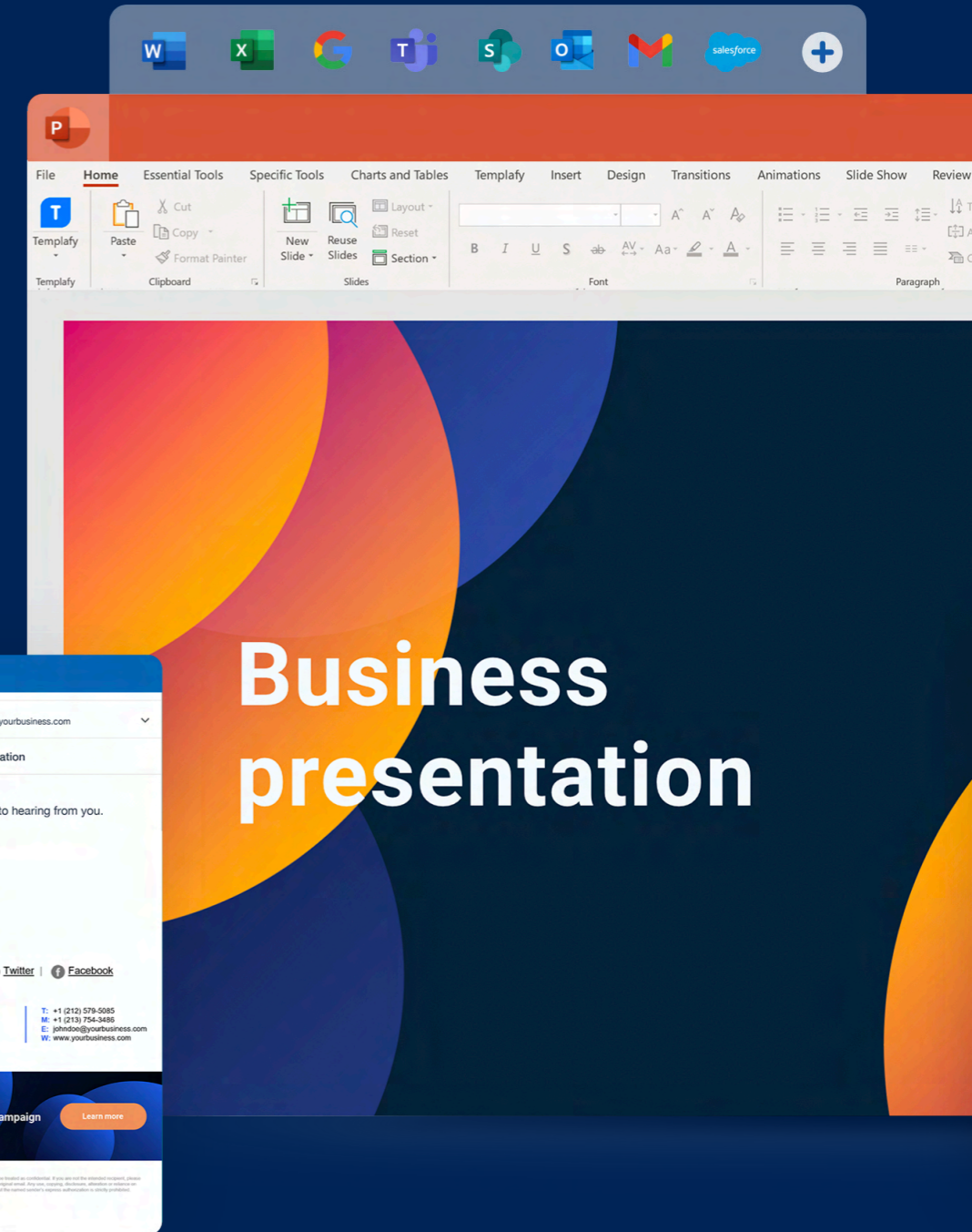
To learn more about Templafy's solution for brand departments, visit our dedicated page here.
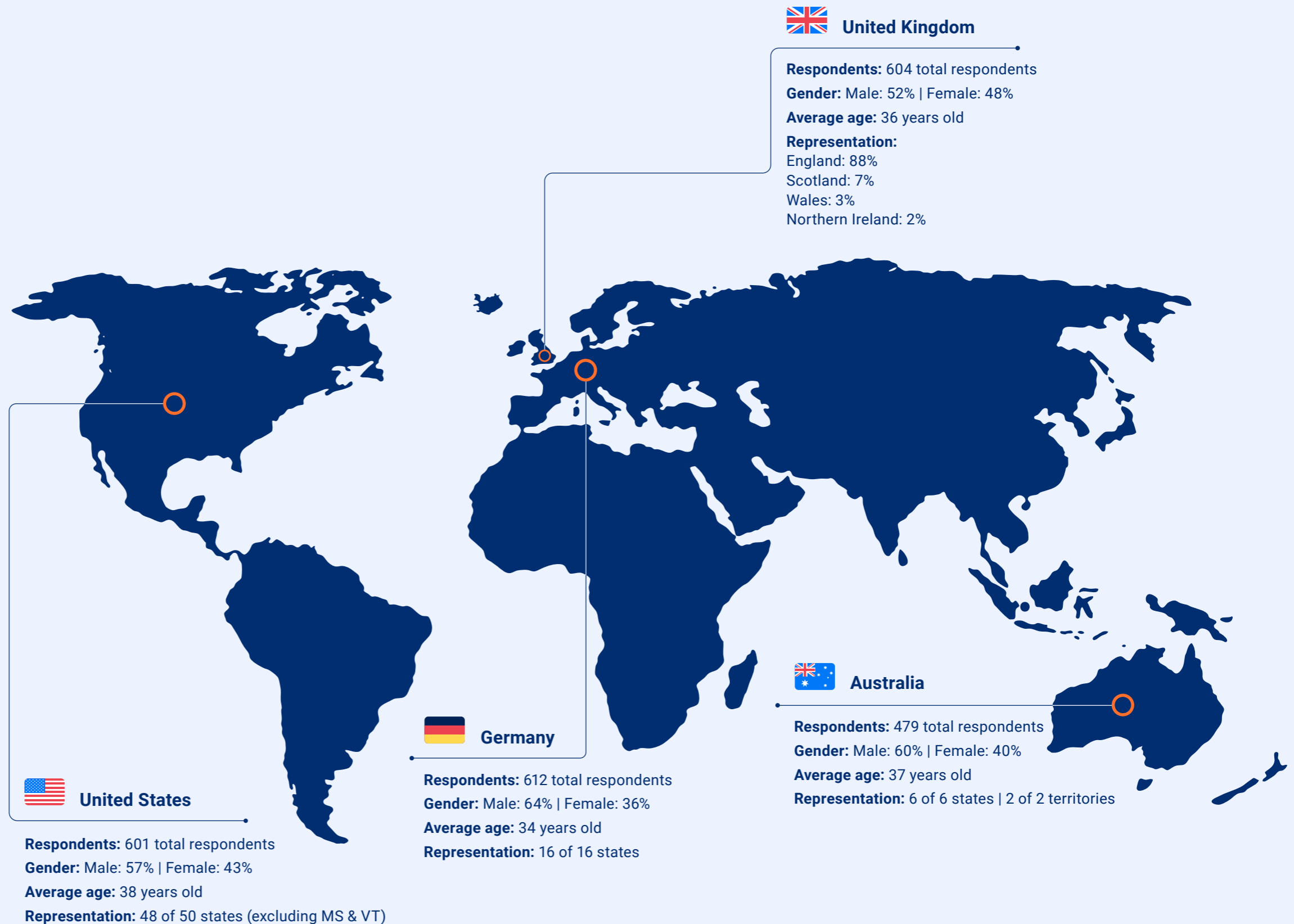
Methodology: survey demographics

Survey demographics

An online survey of adult full-time employees in the United States (US), United Kingdom (UK), Germany and Australia was conducted between December 2021 and January 2022. The maximum margin of sampling error was +/- 4 percentage points with a 95 percent level of confidence.

Respondent qualifiers

Live and work in the US, UK, Germany or Australia

Employed full-time

The number of employees at all company locations is equal to or exceeds 1,000

United Kingdom

Respondents: 604 total respondents
Gender: Male: 52% | Female: 48%
Average age: 36 years old
Representation:
England: 88%
Scotland: 7%
Wales: 3%
Northern Ireland: 2%

Australia

Respondents: 479 total respondents
Gender: Male: 60% | Female: 40%
Average age: 37 years old
Representation: 6 of 6 states | 2 of 2 territories

Germany

Respondents: 612 total respondents
Gender: Male: 64% | Female: 36%
Average age: 34 years old
Representation: 16 of 16 states

United States

Respondents: 601 total respondents
Gender: Male: 57% | Female: 43%
Average age: 38 years old
Representation: 48 of 50 states (excluding MS & VT)

References

- https://www.openaccessgovernment.org/2020-workforce-will-be-dominated-by-millennials/55775/

- https://info.templafy.com/guide/business-enablement-report

- https://www.fastcompany.com/3033130/airbnb-unveils-a-major-rebranding-effort-that-paves-the-way-for-sh

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Business content connected