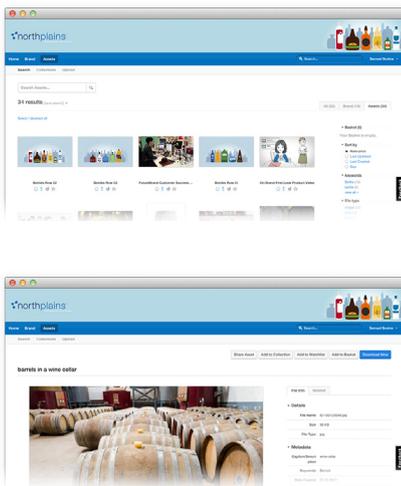


# The highly intuitive Brand Asset Management solution designed and developed for today's marketers.

## **B** On Brand



## Overview

You have multiple brands and assets and a siloed marketing team. You need the right solution that allows you to control and maintain a consistent set of brand assets, and meet stringent brand guidelines. After spending precious time and effort building up your brand, the last thing you want is to have it diluted with inconsistent use of brand assets.

On Brand is our modular, cloud-based solution that enables marketers to protect, manage, store and distribute their brand assets. It allows marketers to respond to the 24/7 “always on” environment with agility, safe in the knowledge that they are in control of their brand(s) globally and compliant with brand guidelines. It also facilitates the active engagement and involvement of multiple internal and external teams.

**Adopted by hundreds of leading brands, On Brand helps to reduce costs and time-to-market, increase efficiency, empower local teams on the ground and improve ROI.**

## On Brand enables marketers to:

- Spend less time locating, validating and distributing brand assets and more time on generating successful campaigns
- Share brand assets internally and with third party partners safe in the knowledge the assets are approved and secure
- Provide demonstrable marketing ROI by enabling marketers to clearly identify which assets have been utilized the most across the business
- Control multiple brands and markets via a single solution
- Align geographically distributed marketing teams
- Deliver consistent messages across all touch-points, through a simple and intuitive solution
- Empower staff to work in real-time with the latest updates regardless of global location

TRUSTED BY

**DIAGEO**

**ZOGGS**

**Discovery**  
EDUCATION

**Pernod Ricard**

**Bupa**

# Features

Modular and cloud-based, On Brand is easily customizable and allows for multiple brands to be managed from a single source. On brand is scalable and designed to grow with your business needs.

**A Assets Module**  
Eliminate asset duplication and the storage of files on multiple platforms. Quickly search for assets, store and manage all brand assets from one central location.

**G Guidelines Module**  
Easily manage, update and share guidelines for using logos, fonts and more to guarantee a consistent look across all marketing material.

**\*Creative Workflow Module**  
Manage the workflow of creative teams from a secure, centralized dashboard that allows users to collaborate, edit and approve material in real time.  
*\*available in On Brand Enterprise*

**R Reporting Module**  
Monitor data from all other modules and track the effectiveness of assets, team use, and more.

**\*On Brand Enterprise**  
On Brand Enterprise provides all of the benefits of On Brand but with the addition of a collaborative, Creative Workflow module, allowing your users to work together on assets to produce high-quality, approved material for your business. Annotations, commenting, and task management ensure that teams can work smoothly and efficiently, all within the one system, allowing you to stay in control without impacting creative freedom.

“The new Bupa Inspire allows our employees and agencies to access all our brand assets, templates and guidelines in one place. Searching for templates and images is now *easier* than ever. Feedback from our users has been very *positive* and I’m very satisfied with the *solution* and *relationship* we have built with Northplains.”



**Shin-Tsyi Yang Brand Expression Manager**

“North Plains Unify system supports our content management strategy, giving us the *power, flexibility* and *speed* we need, whether that’s around content creation, re-versioning or localization of material.”



**Harley Richardson, Director of Design & Development**

## Purchasing On Brand

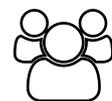
For more information about purchasing On Brand please visit [northplains.com](http://northplains.com), email: [contact@northplains.com](mailto:contact@northplains.com) or call your local sales representative:

- Canada (Headquarters):** +1 (416) 345-1900
- USA:** +1 (510) 845-0555
- UK:** +44 (0) 207-749-1800
- Germany:** +49 (0) 89-44-47-81-0

## About North Plains

North Plains is recognized as the world leader in helping companies effectively leverage their visual media including images, graphics, videos, presentations, 3D designs and others to maximize market success. Providing a complete array of products, services, and solutions, North Plains is uniquely positioned to help corporate marketers, advertisers, content creators, and publishers to be more agile throughout the creative marketing lifecycle, from the creative development process to the management and distribution of marketing and brand communications. Customers can maintain control of their visual assets and support processes globally, while improving collaboration and efficiency.

 **1400+**  
Installs

 **1 Million**  
Users

