**northplains**™
Connecting your world. Visually.

# B On Brand

## Empowering you to control, protect, create and collaborate on all aspects of your brand with our modular, highly intuitive cloud based solution.

**From asset management, brand guidelines, creative workflow, project approvals, campaign management, resource management and web to print, On Brand helps brands deliver consistent messages across all touchpoints, through a simple and intuitive cloud based solution.**

Built on the award-winning UNIFY platform, On Brand's modular structure is easily customisable and multiple brands can be managed from a single solution. Adopted by hundreds of leading brands to streamline processes, improve compliance, optimise time to market and ultimately deliver ROI, On Brand offers low cost entry and enterprise class solutions.

BBC     DIAGEO     NOKIA     Virgin HOLIDAYS     Shell     DISTELL     WE     ICELANDAIR     GUINNESS     IMG     ZOGGS

**"On Brand is the perfect solution for Zoggs. We're able to present our brand in an elegant way with real consistency from the largest subsidiary we have to the smallest distributer.**

**We're able to get information out to markets easily and quickly, and above all it's secure."**

Ben Hornett,
International Marketing
Manager at Zoggs
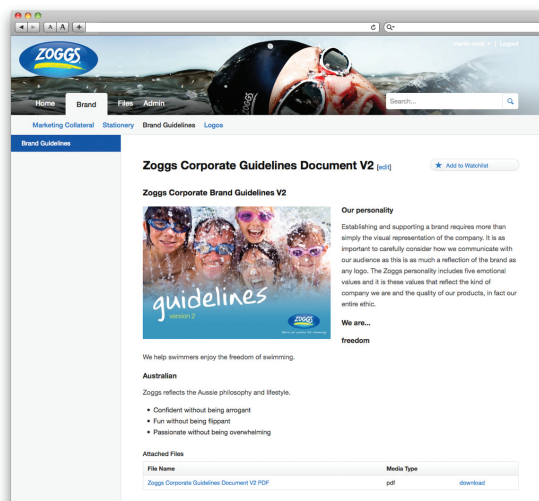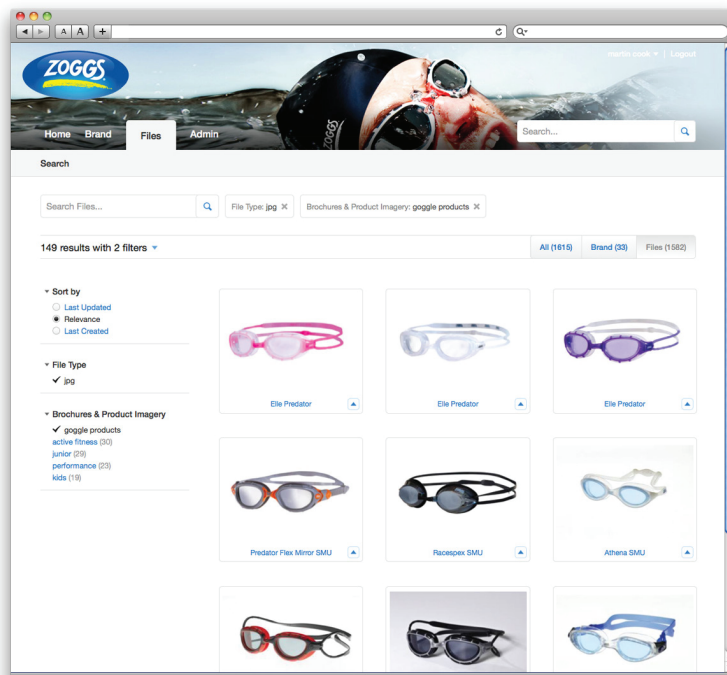
### A Assets Module

No more assets held in silos. Everything can be accessed from a single location. Approved users can quickly create, manage and locate items in the system with ease. All assets are pushed through powerful workflow features to ensure only the most recent versions reach your end users. Track usage of assets, control third party management, and protect copyright.

### G Guidelines Module

Centralise, share and edit your marketing collateral and brand guidelines from a single, easy to use solution. Showcase best practice, brand overviews, typography, logo usage and much more, quickly and efficiently. Boost brand compliance and ensure consistency of messaging.

### W Creative Workflow Module

Create and monitor creative workflows from a single, secure dashboard. Ideal for creative and brand teams, the Workflow module provides a secure, creative working environment optimised for collaboration and integrated with the Assets and Guidelines module. Comment, edit, approve and audit with ease.

### R Reporting Module

Measure the effectiveness of asset usage, monitor asset lifecycles, audit project success and redirect resources appropriately. The Reporting Module analyses data from all modules simultaneously drawing a deep picture of execution, team or asset effectiveness. Successes and failures can be identified and gaps in knowledge and communication acted upon.

### P Dynamic Print Module

Both a streamlined print manager and an easy-to-use on demand artwork tool, the Print module negates the need for additional layout software such as InDesign. It lets even non-technical users create powerful, on brand print layouts without the worry of unapproved brand assets entering the creative process saving time and money and empowering teams on the ground to generate approved, localised marketing collateral.

### C Campaign Module

Build your brand through bringing agencies, partners and internal staff together to create and implement through-the-line campaigns. The Campaign Module provides metrics that offer real insight into campaign and constituent project successes. See where your tasks and resources have been deployed. Empower your teams to work more effectively across campaigns and projects. Create and compare multiple campaigns across your brands, departments and teams.

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Our professional services and account management teams are marketing operations and content management specialists. We bring a deep understanding of the challenges you face, together with the technical know-how to deliver on schedule and to budget.

We work to a proven methodology and build long term partnerships with our clients to ensure project success and return on investment. Because Unify has been built from the ground up to be flexible, it is designed to evolve and support your business. We provide an extensive range of services to ensure you get best practice advice at every stage and our support structures are second to none.

**Learn more about On Brand at**
**www.northplains.com/how-we-do-it/on-brand/**

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## 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.

Since 1994, North Plains has helped its customers stay ahead of their rapidly changing marketing needs by expanding and evolving its suite of offerings to include Digital Asset Management (DAM), Marketing Resources Management (MRM), Creative Workflow and more. With offices in Canada,USA and Europe, North Plains counts many of the world's leading companies and brands amongits 1,400+ clients and 1,000,000+ users.

North Plains' On Brand clients include a mix of enterprises and their agencies including Diageo, Nokia, Shell, Virgin Holidays, BBC, ESPN STAR Sports, Nestle, Lowe & Partners, Grey Advertising, JWT, and FutureBrand.