



Cordeo³

BRAND RESOURCE MANAGEMENT

Unlock the potential to express your brand


Focus

To stay ahead in today's competitive environment, organizations have to focus even more on client needs, changing market dynamics, competition and social developments.

To see, create and seize opportunities on the spot.

To develop sustainable relationships based on a strong brand reputation.

This applies to the entire organization but especially the Marketing and Communication disciplines.



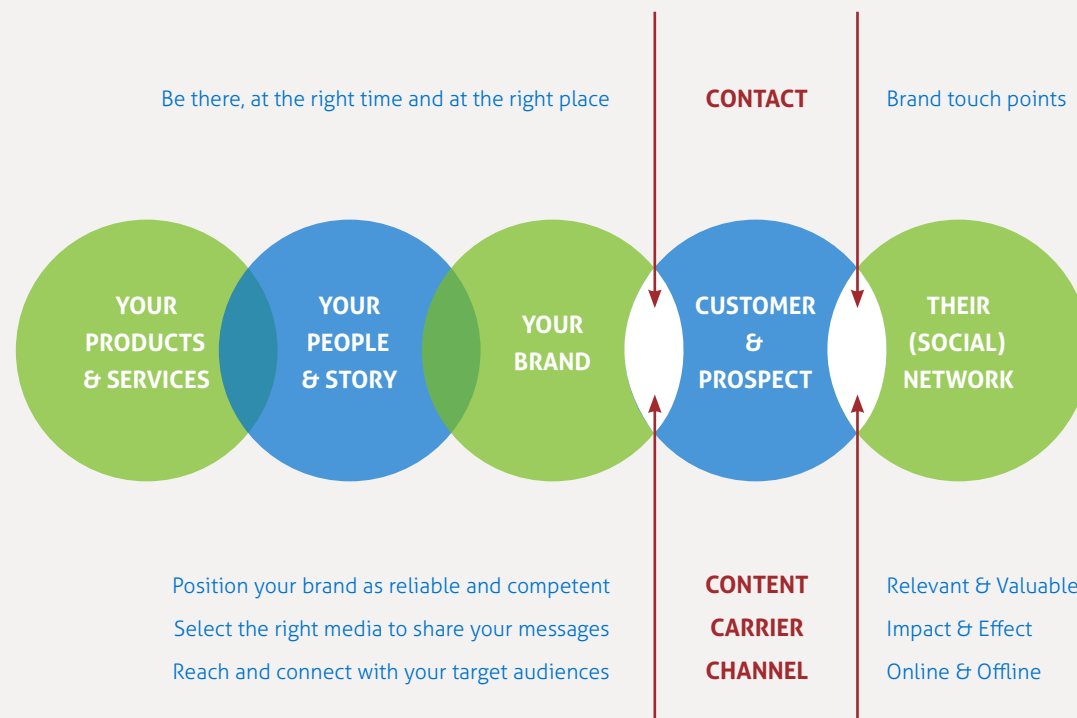
"Imagine tools that significantly advance productivity, effectiveness and brand alignment."

“Unlock the potential to express your brand.”

There's an overkill of branded output. To stand out while engaging your audience is a constant challenge. And the non-strategic, day-by-day internal operations and management of third parties in order to produce and edit MarCom materials makes it tougher still.

Wouldn't it be great if your Marketing & Communications people were free to focus solely on adding brand value through meaningful campaigns? That's what BrandSpot, Cordeo's Brand Resource Management software, does for you.

Quite simply, there is no more sophisticated tool for empowering your MarCom team to develop and share content via multiple touch points across all media.



Simplify complexity



BrandSpot enables organizations to define, create, distribute, share and manage branded MarCom materials by themselves. But with more than 15 years of experience, we know we need to do more than simply 'save time and money' and 'create consistent branded MarCom materials'. So we continuously integrate unique and innovative features in order to reflect the ever changing communications landscape.

This is what our clients say...

"We are now able to create rebranded stationery in more than 40 languages, order and fulfill locally and distribute them at our local offices. This has accelerated the unification and collaboration of our merger."

Merger of Pharmaceutical companies, Switzerland and USA

"We create many branded product sheets in many languages ourselves to inform our markets about new products and services. The visual brand style is always applied correctly."

Producer medical equipment Europe, Northern America and Asia

"Our volunteers can make campaign materials by themselves to support local initiatives. Supported by our strong brand and reputation."

NGO human health & welfare working globally

"We enable and facilitate our veterinarian clients to communicate 1-to-1 with their final customer in a very user friendly way. With a significant increase in brand loyalty, sales and profit as a result."

Global Animal Health company, USA

"We come and stay in touch with our (prospective) students through our online portal, to select and send personalized information in just a couple of seconds, and helping them making the right decisions."

University, the Netherlands

"Our reseller network use our portal to create tailor-made packages of correctly branded Point of Sales materials. Delivery in 24h and an extremely efficient and cost-effective process."

National Lottery, Netherlands

"All our people, all around the world, use this 'in the cloud' solution to create and distribute over 2500 different types of marketing collateral in 31 languages. Sharing knowledge and preventing to reinvent the wheel, fast and very cost-effective."

Business Software vendor, USA

"We can edit a textual change in more than 100 technical user manuals in just a couple of minutes. Very convenient and efficient given the many changes we're constantly dealing with."

Technical equipment producer, The Netherlands

PLANNING
PERSPECTIVE



Speed-up time to market

FINANCIAL
PERSPECTIVE



Increase budget for value added activities

BRANDING
PERSPECTIVE



Increase brand impact in brand touch points

BUSINESS
PERSPECTIVE



Increase revenues sales and customer loyalty

ORGANIZATIONAL
PERSPECTIVE



Maximize collaboration and alignment

GEOGRAPHIC
PERSPECTIVE



Consistent messaging in many languages

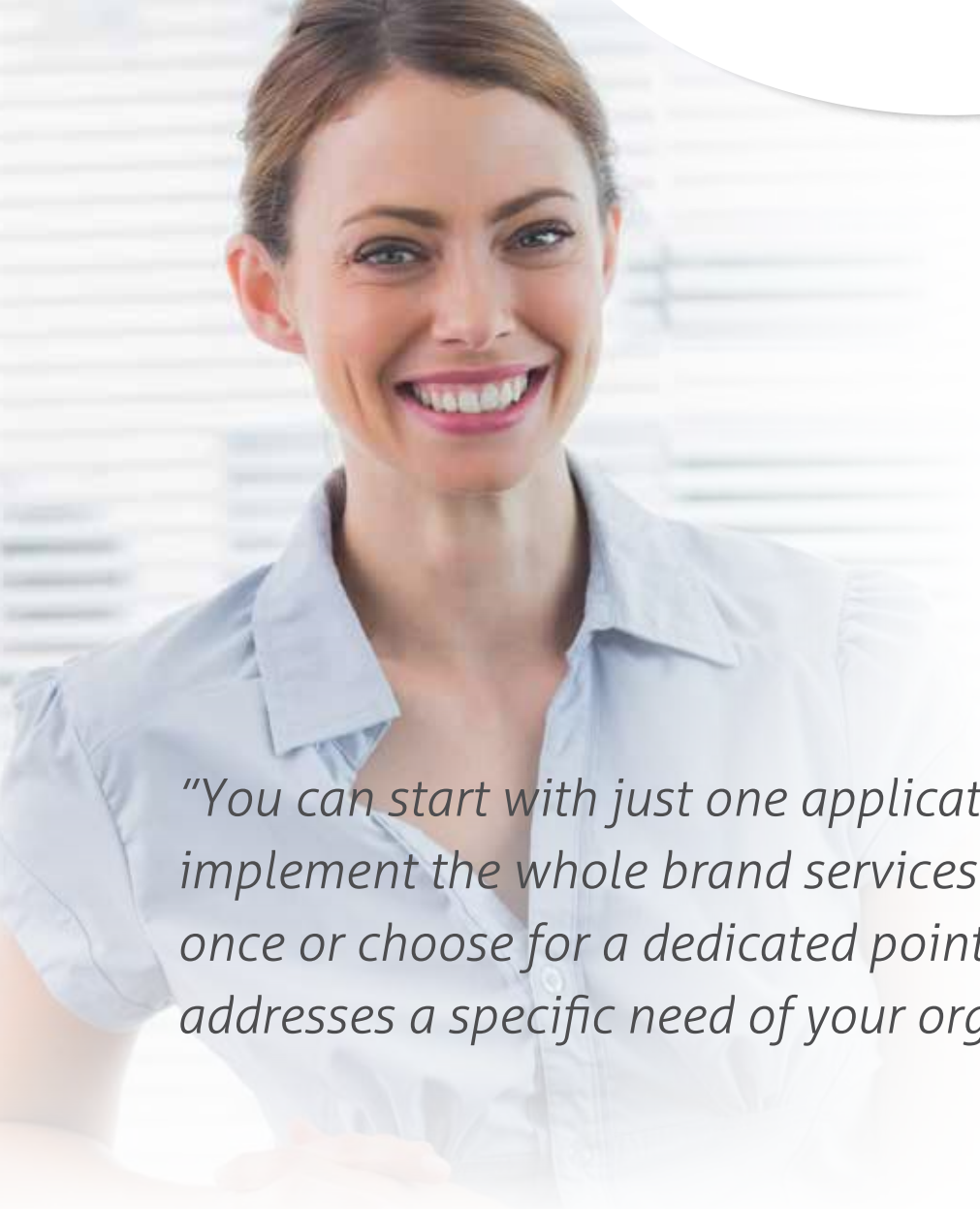
BrandSpot: a proven

BrandSpot enables your marketing organization to be more creative, more efficient and more productive.

It meets your company's needs by acting as a standardized, scalable, configurable and independent brand services portal for Brand Resource Management.

You'll speed up the time-to-market and reduce your costs.

Above all, you'll achieve a consistent brand expression and manage content for multiple media and channels.



"You can start with just one application, implement the whole brand services portal at once or choose for a dedicated point solution that addresses a specific need of your organization."

solution

BrandSpot focuses on six basic functions of Brand Resource Management

MANAGE

Manage and share digital assets and assign different workflows with specific user rights, roles and responsibilities in order to keep control of your brand expressions, publications, brand assets and budget.



INSPIRE

Inspire, inform and motivate your organization about your brand and its unique values and promises. BrandSpot's BrandBook facilitates adherence to guidelines to your geographically distributed teams.



DISTRIBUTE & ORDER

Distribute your messages in different media over multiple channels and order your marketing materials through your supplier network. All over the world, 24/7.



DEFINE

Bridge the gap between design and branded materials. We know that the availability of corporate guidelines is simply not enough for a consistent brand expression. Our DesignManager, a plug-in application for Indesign, allows you to define brand guidelines in flexible templates and automate the way they should be applied.



ACTIVATE

Activate your target audience with vibrant personalized e-mail campaigns and measure results. Comply with anti-spam regulations.



CREATE

Create perfectly branded materials using dynamic templates built around your own brand guidelines. We enable and support your people to create marketing, communication and sales materials by themselves in a very efficient and cost-effective way.



INFORM, ALIGN & MOTIVATE

A BrandBook is an essential element of your brand strategy. And we'll help you to produce one that meets your needs. But a BrandBook alone is not enough. Because – whatever the size of your organization and regardless of whether you operate nationally or internationally – rules are not enough to ensure adherence. So we take things a step further to create more value.

INSPIRE



YOUR PEOPLE

WHY

The BrandBook is a collection of the brand elements and a detailed description of a brand. It contains the rules that govern the way in which you present your brand across countless touch points.

It inspires your people and explains why a strong and consistent applied brand helps organizations to stay ahead of the competition.



APPROACH

The content of the BrandBook is often designed and written by your design and communication agency.

We don't focus on the content but on the way your people can apply the brand in all kinds of marketing-, communication- and sales materials. Smart links will guide them directly to smart and user-friendly tools that enable them to apply the brand correctly.



VARIETY

Your brand and visual brand identity are expressed clearly and simply in BrandSpot: Your logo, a unique image and color palette are all applied in the standardized user interface.

BrandSpot provides an optimized balance between functionality and brand experience and, above all, simplifies complexity.



BrandBook

"Increase brand experience: making your brand guidelines clear and explicit."

FROM DESIGN TO CREATE

Using BrandSpot, designers can efficiently create templates using a product they're all familiar with - Adobe InDesign. Our unique plug-in makes it easy for them to define the flexibility of a design in the InDesign file, apply brand rules and then upload it. Brand guidelines are secured and embedded in your templates so that users can only ever create correctly branded materials.

DEFINE



BRAND DESIGN



DesignManager



From a static InDesign file, designers are able to create a dynamic template. In order to fit text in a frame it is possible to automatically increase or decrease the space of the text. This can be based on different aspects of text styling. You can set the limits and priorities of each aspect in order to keep a consistent look and feel.

CONTENT FLEX



The appearance, size and position of a text or image box can change based on its content. Based on the amount of text or the dimensions of an image, the box can be resized and repositioned automatically in order to perfectly fit to its content. If a box does not contain any content it is even possible to make it invisible.

OBJECT FLEX



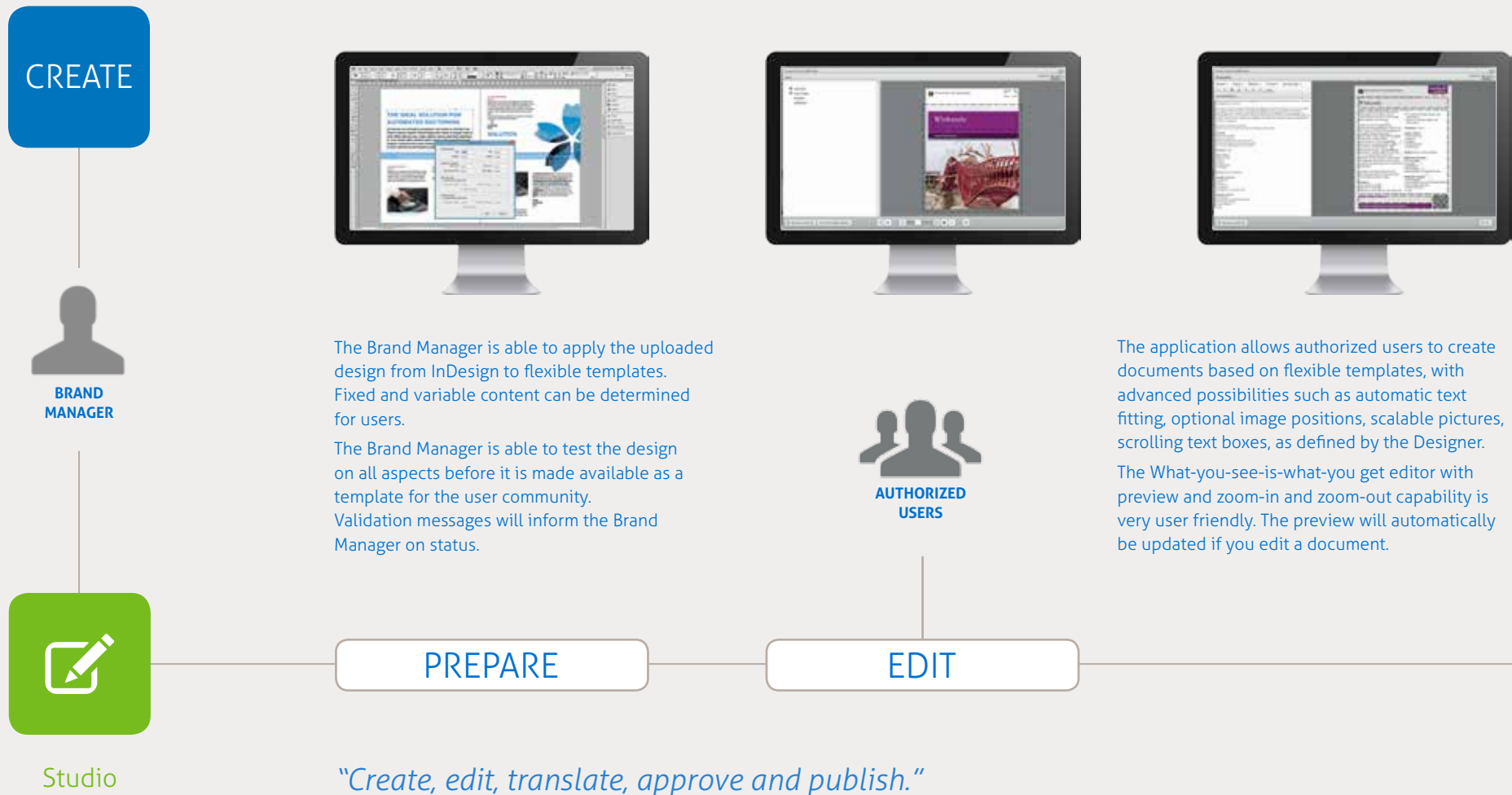
The appearance of a text or image box can change based on the content of a related text or image box. If the related box does not contain any content it is even possible to make the box invisible. And the connection between text and/or image boxes means that if the size of one box changes, this affects the size and/or position of the other boxes.

REF-FLEX

"Define, apply and embed the design in flexible templates."

CREATE BRANDED MATERIAL

The BrandSpot Studio allows users with no technical or graphical background whatsoever to easily create well-designed documents. In the Studio you can create, revise and translate documents. This application is especially suited for creating standard collateral such as leaflets, mailers, brochures, product data sheets and customer cases.



“One template for many purposes.”

CROP

Image crop will be performed directly in the image frame of the editor. The crop is displayed in the image box and can be changed on the fly.

The quality of the crop (DPI) will be displayed in color coding. This gives a clear indication whether the crop is suitable for a specific output intent. If required you can obtain more crop properties. Transparency is supported.



STYLE

BrandSpot also allows users to easily change style. With a simple click you can switch all style aspects, including color, font, logo, paragraph style to create specific expressions for business units, faculties, products and services.



LAY-OUT

The same template can be used for many different purposes. Sometimes you need a different page lay-out for a specific page or you have the need for more or less pages. All these variants can be available for your users and can be switched on-the-fly.



LANGUAGE

BrandSpot allows easy access to many different languages in different fonts.

We support all Western languages and locales (US English, British English etc.), multi-byte languages such as Chinese, Japanese and Korean, and Cyrillic, Turkish, Thai and all Central European languages. Styling can also be adapted automatically to accommodate languages that require more space.



SEND VIBRANT E-MAILS

The MarketPlace application of BrandSpot offers full service e-mail marketing. Using a familiar user friendly editor, authorized users can create e-mail marketing campaigns based on branded templates and uploaded mailing lists. Reports are available for the marketer.

ACTIVATE



AUTHORIZED
USERS



MarketPlace

CREATE

Create your HTML e-mail with branded design and upload mailing lists. The editor allows flexible design within your preset corporate guidelines. Images can be retrieved from the Library application. MarketPlace offers list management possibilities.



SEND

A test e-mail will be sent to the user. If approved, the e-mail will be sent to the complete list in both HTML and text output, where needed.



REPORT

Reports will show all necessary statistics such as average open rate, bounced e-mails and a list of recipients that have unsubscribed. Recipients can also customize their own profile.



"Activate your target audiences."

SELECT, SHOP & ORDER

The WebShop gives you an overview of all relevant and orderable items, helping your marketing, communication and sales force stay up-to-date with current and relevant messaging in the right languages. You can even keep track of budget spent in different geographies, business units, faculties or departments, for the more efficient use of materials.

DISTRIBUTE



AUTHORIZED
USERS



WebShop

SHOP

BrandSpot provides a fully integrated WebShop for marketing materials and merchandise using your supplier network. The WebShop is seamlessly integrated with the Studio. When you publish marketing materials it will, after approval, automatically be available in the WebShop. You can use multiple currencies to order at multiple suppliers worldwide.



ASSIST

For stationery, business cards, banners, adverts and direct mail with variable data that quickly need to be configured when ordered, we provide intelligent wizards to assist you in the creation and ordering process. These wizards can also be implemented as a stand-alone point solution.



CONTROL

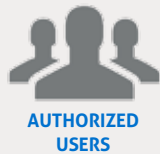
The WebShop gives you full control over your printed material order history and budgets. Approval workflow with e-mail alerts enable a controlled and smooth process, integrated with your worldwide distributed suppliers.



"Order and distribute your materials and messages."

SHARE & MANAGE BRAND ASSETS

The BrandSpot Library is a repository for all brand assets, such as images, fonts, logos, PDF's, design files, videos, zip files, office documents or any other digital assets existing in the company. You can set user access rights. You can also determine if the image or logo is fit to be used when creating your documents.



Library



Organize your brand assets using our innovative 'faceted filter solution' in order to allow users to very quickly and accurately find what they are looking for. Filters and facets (or attributes) can be geared to your organizational needs. You can customize your search functions to your own needs using bookmark search.



BrandSpot allows you to share assets for upload and download in your distributed organization based on multiple user access levels. Images can be cropped with any dimension and directly downloaded. You can monitor style and quality and manage copyrights.



Multiple views present easy access to your assets. A cover flow allows online presentations and quick selections. Collections can be made of favorite assets. Asset details and properties can be easily viewed and edited.



"Share, sort, filter, search, find and retrieve digital assets."

“Share online with external audiences.”



E-MAIL

Share your assets directly via e-mail. Audiences without login will be allowed to download the image or any other file.



PERMALINK

Permalinks ensure the availability of the latest released version on your website. Tedious maintenance of your CMS has come to an end. All website downloads are reported.



SOCIAL MEDIA

Share your documents or assets directly with your Social Media.



“All latest versions, instantly available on your website.”

Reporting



To support your marketing operation teams, we offer standard reporting and statistics on all applications. You get a clear insight in your marketing operation: online, in PDF and Excel format.

GENERAL

We monitor logins per period to get information on users accessing the portal.

LIBRARY

We provide insight in the number of asset downloads per period, directly from your portal or indirectly via permalinks from your website. Also your top 25 downloaders will be reported.

STUDIO

We report on documents created and published per period, per language and per template to share your collateral production with your organization.

WEBSHOP

We deliver detailed information on orders, order lines, order cost (per cost center, per period and per supplier) and report on most popular WebShop items to allow you to manage print use and budgets.

MARKETPLACE

We report on e-mails read, e-mail bounced and on unsubscribes, according to anti-spam regulations.

"Measure, learn and act!"



Approach

We work for organizations – profit and non-profit – who want to optimize their marketing processes and the creation and management of their branded output. Our solutions can also support and catalyze a brand change due to a repositioning or a merger/acquisition. Whatever the scenario, working closely with your team, we advise and implement a solution that fits your company's needs. Whether it's a fully integrated brand services portal, a part of it, or a point solution. In doing so we highlight opportunities and identify pitfalls. And our project-based, transparent and pragmatic method ensures a result that is achieved on time and on budget.

Our starting points are not our applications and features, but your brand, your unique situation and organization, and above all your people. Because these are the factors that significantly affect the use and thus the added-value and success of your brand services portal.

Change, improve, innovate and simplify

ANALYSIS & ADVICE

At Cordeo we know that no two customers are the same. Over the years we've learnt how to get the best from our solution and get fast results. For that reason we begin every project with an analysis.

We look at the practices and parties involved that surround the definition, creation, management and distribution of marketing materials in your company. Then we offer advice and plans specifically tailored to meet the needs of your business. We focus on solving your in-house brand management issues.

The result of our analysis is a tailored implementation plan for building your very own brand services portal.

IMPLEMENTATION

Although BrandSpot is a standard software solution and so quick to implement, it doesn't mean you're locked in to doing things one way. On the contrary, we will implement and completely adapt the solution to meet your company's needs.

And when it comes to things like user rights and authorization, navigation and keywords, you decide what works for you. With our easy-to-follow methodology your brand services portal will be up and running in no time. We assist in the roll-out in your organization, train your people and evaluate the implemented solution to assess where enhancements and improvements can be made.

SERVICES & SUPPORT

Once your brand portal is ready for use you can start to define, create, manage and order branded marketing materials quickly and easily. Our team of experienced consultants will be on hand to offer both technical and user support.

We use the software as a service (SaaS) business model, which gives you access to easy-to-use functionalities without the hassle or cost of owning hardware and software.




We offer first-rate, secure hosting services, high performance data storage, back-up plans and reliable uptime guarantees so there's no need to worry about how the solution will affect your technical infrastructure.

You can continue to work with your current print providers. But you can also use our worldwide print network, with printers located in Europe, Australia, Asia, South America and the USA.



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About Cordeo

We know that the right marketing tools are essential for companies to compete successfully. As a software developer we're constantly improving our solution to give customers that all-important competitive edge. We want to offer the best standard, scalable and configurable Brand Resource Management solution available on the market. As an implementation consultant we select and implement applications and modules and set up workflows that closely align with your brand and company. As a marketing partner we'll bring you great new ideas and exciting software solutions that you never even dreamed were possible. As a hosting partner we'll do all the work, so you don't have to. So it's safe and hassle-free.

About BrandSpot

BrandSpot enables your marketing organization to be more creative, more efficient and more productive. It meets your company's needs by acting as a standardized, scalable, configurable and independent brand services portal for Brand Resource Management. You'll speed up the time-to-market and reduce your costs. Above all, you'll achieve a consistent brand expression and manage, create and distribute content for multiple media and channels.

