BRAND ASSET MANAGEMENT

imagengo

Today's businesses can't function without digital assets – the files, artwork, templates and other content that defines what they are and what they do. And while all areas of the business rely on digital assets, that's particularly the case when it comes to marketing.

ORGANISE AND COLLABORATE WITH EASE

Brand Asset Management platforms give marketing teams full control over their assets, removing the obstacles and common pitfalls in collaborative working.

Best suited to video, images, photos, documents, audio and other media – a multi-functional Brand Asset Management system makes it easier to group, search and distribute content; reducing duplication of assets, controlling security and streamlining asset collaboration.

IS BRAND ASSET MANAGEMENT RIGHT FOR YOU?

Marketers depend on assets such as logos, style guides and rich media content to define and communicate the brand, and ensure it operates with a coherent identity and voice. Brand assets such as photos help businesses market and sell their products or services. Meanwhile, cross-channel marketing campaigns demand a steady input of videos, copy and other content snippets and templates.

These requirements mean that marketing teams may be sitting on tens of thousands of digital assets, but all too often these end up scattered across servers and services in a disorganised and piecemeal fashion.

Brand Asset Management solutions are particularly useful to marketing tems and agencies working with brand collateral. By providing an authoritative store of approved assets such as brand books, logos, fonts, photos, videos and other documents, they help ensure that everyone involved maintains coherent brand behaviour and style across multiple channels and touchpoints. On the campaign level, they help manage assets through creation, iteration and signoff, to distribution. A central repository also improves third-party integration, accelerates approval processes and makes for higher employee productivity: with fewer 'aargh' and more 'ooh' moments.

" IMAGEN HAS ALLOWED US THE FLEXIBILITY TO MEET OUR UNIQUE REQUIREMENTS, FROM MATCHING OUR BRAND, TO PROVIDING PERMISSIONS BASED ACCESS TO OUR STAKEHOLDERS."

Stephen Gibbons, Associate Creative Director, Cimpress

cimpress

BRAND ASSET MANAGEMENT HIGHLIGHTS

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Manage High Volumes of Media – Store all your brand assets – video, images, audio and documents – in one place.

Eliminate Content Silos – Have a central location which securely manages your valuable creative assets.

Consistent, Recognisable Branding – Customise and control the look and feel of your platform, so your brand looks as good as it should.

Advanced Security – Keep all your media safe and secure for the long term, accessible only to the people and organisations that you trust.

Efficient Distribution and Collaboration – Share assets freely between multiple teams, or among homeworking colleagues. Not only do they lubricate distributed or multi-agency workflows, they provide business continuity during crises, such as the Covid-19 pandemic.

Accurate Search and Retrieval – Comprehensive metadata management and Artificial Intelligence tools make tagging images, audio and specific moments within clips easy and efficient, so you can effortlessly find the content you need.

GO FOR
CORE FEATURES
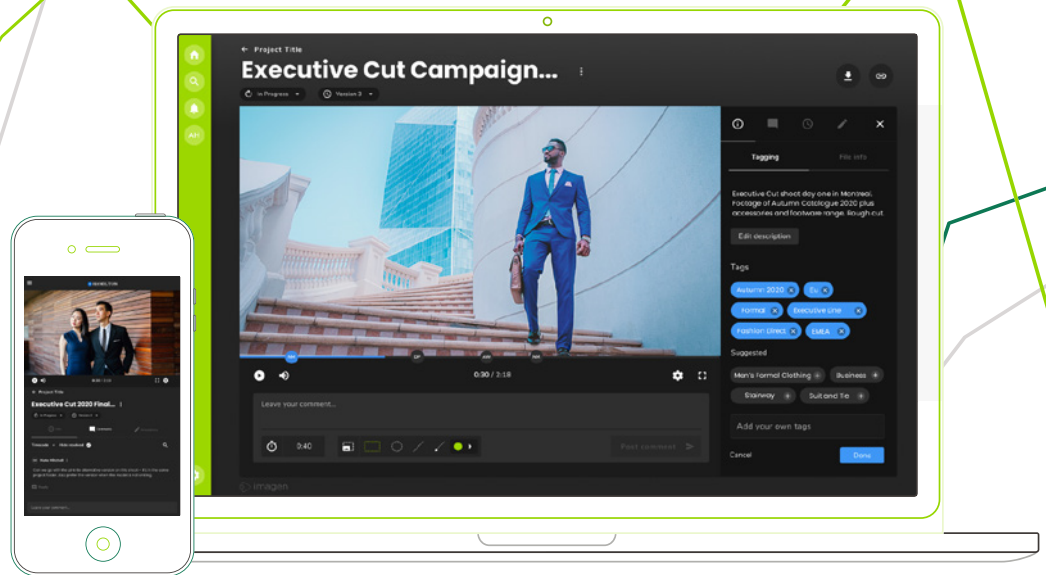
DRAG AND DROP UPLOADS

Single file, batch or folder – enjoy easy uploads via an intuitive web interface.

AUTO TAGGING

AI powered auto tagging, speech to text, and custom descriptions.

FAST, ACCURATE SEARCHING

Simple keyword searches powerful results filtering and timecode accurate results.

WORKS WITH ALL FILE TYPES

Video, Images, audio and documents – including Adobe PSD and AI files.

REVIEW AND APPROVE

Coordinate feedback on creative projects – streamline production workflows.

CONTEXT SPECIFIC COMMENTS

Add time-coded annotations to video files, highlight areas within images for review.

CUSTOMISABLE FOR YOUR BRAND

Make it yours – add your logo and choose a colour scheme to match your corporate style.

ORGANISE AND COLLABORATE

Create project folders, invite colleagues and stakeholders. Share content via secure links.

GO FOR
DAM, WITHOUT THE DAMN!

SAY NO TO

Expensive, bloated corporate DAMs that take an age to configure and require training.

Clunky old fashioned DAM user interfaces that limit productivity and waste valuable time.

Free and low–cost file hosting services that lack control, security and a professional presentation.

GO FOR

Agile and intuitive media management – set up in minutes and ready to be used by anyone.

A *Drop and Go* user experience that allows creative teams and IT staff to get on with their real jobs.

A secure, branded portal with flexible sharing and access permissions to give you total control.

GO FOR
LIGHTWEIGHT, STRAIGHTFORWARD AND EASY TO USE

ALL YOUR MEDIA IN ONE PLACE

CONSISTENT USE OF BRAND ASSETS

BRINGING CAMPAIGNS TO MARKET QUICKER

HOURS SAVED TAGGING VIDEO AND IMAGES

SAVING TIME SEARCHING FOR FILES

MORE PROFITABLE CREATIVE PROJECTS

IMPROVED ROI FROM CONTENT RE-USE

LONG TERM ARCHIVING FOR ALL YOUR CONTENT

GO FOR

MARKETING TEAMS

Reduce the burden of file management, reuse assets more efficiently, deliver time–critical campaigns faster.

IT DEPARTMENTS

A secure media management platform for all types of complex digital assets. Simple to set up and easy to manage.

CREATIVES AND AGENCIES

Make creative projects more profitable through efficient collaboration, review and approval in one neat platform.

ABOUT IMAGEN

Imagen's industry–leading expertise in video, has been distilled down into Imagen Go; an intuitive, elegant and affordable solution that removes the complexity of managing digital assets. Imagen builds solutions that help businesses to unlock the value in their ever–growing media libraries – enabling fast, secure and controlled access to content through a highly customisable web platform.

LET'S GO!
SIGN UP NOW FOR A FREE TRIAL

Visit **Imagengo.io** today to find out how you can simplify, centralise, and automate with one great looking, highly intuitive digital asset management platform.

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