

# Is Your Brand Still Stuck on Paper?

White Paper

Marschallin+Sachs

## **Building a consistent brand message has never been easier.**

A decade ago, building a consistent brand across a complex organization extending over broad geographical areas was a cumbersome task with varying results. Guidelines had to be printed in bulky manuals, materials created at the corporate level were hard to modify for local use, internal communiqués advancing the organization's vision and messages had to be printed and disseminated with huge lag times, and the distribution of logomarks relied on snail mail or messengers. The digital age has changed all that, and every day, it reveals new ways of building brand.

## **Are you using the web to disseminate information and build brand?**

Now, you can provide customizable communications materials to local offices worldwide, allowing them to market more effectively and cost efficiently and in the process engineer a consistent brand.

**Provide a central source for corporate information and marketing tools.** On a dedicated website, you can post a full range of materials: basic corporate information, marketing materials and sales documents, virtually everything a local office would need to operate. Items can be posted as downloadable Word documents (if they need to be altered) or as PDFs (to ensure a specific message and look). While allowing the entire organization to benefit from every piece of work completed, such pieces — conceived, written and designed by corporate communications — also lay a strong foundation for a consistent brand message.

**Create a seamless organizational look on the web.** Give local offices templates they can use to create their own websites in the corporate style. You can help them save time and money, while insuring parallel online information, a reliable experience for your customers and a consistent brand.

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### **Are you using customizable e-marketing tools?**

Today's technology allows corporate communications groups to develop savvy electronic communications that can be customized for local use. The central office develops the templates — incorporating core brand elements — and stores them on a central administrative website. Local representatives go to this site and, with a few clicks, can assemble an ad, newsletter or tips e-mail. A final piece containing regional identification and links to local information is then sent to the local representative for forwarding to customers and prospects. Setting up such administrative sites is not overly complicated or costly and can dramatically cut marketing expenses throughout the organization.

**Give local offices powerful marketing tools through e-ads.** E-ads created by corporate communications not only deliver a consistent message and huge production economies but also provide corporate management with the means of encouraging specific promotional campaigns. For instance, management can provide the field with e-ads that jump-start flagging sales in particular product or service line or e-ads to promote new offerings.

**Accelerate local client building with branded e-tip messages and e-newsletters.** You can empower local offices by giving them the ability to assemble customized e-tips messages or e-newsletters to meet their local needs. Using formats and articles generated by corporate communications, local offices can impress prospects and clients with a wealth of value added information and build client loyalty.

### **Are you using the new avenues of communication effectively?**

Life in the field has many challenges. As a result, it falls to corporate communications and marketing to keep identity and brand principles foremost in the minds of those responsible for implementing them every day. Electronic communications can prove a powerful ally in meeting this responsibility.

**Reinforce the brand messages with regular communications from the head office.**

Mini-newsletters or memos from the CEO's office can speak about success of the brand, interesting ways the brand will be promoted in upcoming weeks, what people are saying about the brand or changes in brand positioning.

**Showcase best practices in brand communications by distributing CD-ROMs.** Periodic news disks can underscore the importance of branding to the organization, can serve as a reminder to the field and can provide examples that encourage performance and stimulate ideas.

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**Keep the field informed with e-mail communications.** Electronic communications provide a means to disseminate important information consistently and instantaneously to the entire organization. Especially in the case of sudden brand challenges, electronic communications can provide language to answer difficult questions facing the brand, urgently needed marketing or press materials or crisis updates.

**Provide 24/7 support to answer branding questions.** This is an ideal way to provide immediate help to internal staff and outside suppliers who have questions about the implementation of the organization's corporate identity and/or brand. For best results, commit to answering all questions within 24 hours.

### **Have you mastered the basics?**

While looking at the latest developments in branding communication, make sure that you don't overlook the basic techniques now available to make identification elements — mark, typography, stationery layouts etc. — easier to use and less prone to alteration.

**Make sure the corporate mark is available in a variety of digital formats.** In digital form, the mark can be archived safely, enlarged to any size, used in documents from Quark files or PowerPoint presentations or e-mailed to anyone requiring your organization's mark. The availability of these formats will make it easy for everyone — from staff creating Word documents to designers and sign manufacturers — to present a sharp, clean version of the mark, without alteration or reconfiguration.

**Develop templates for stationery items, signs, presentations, and brochures.** Templates can be provided for virtually any communications tools used on a daily basis. This makes flawless implementation easy, efficient and cost effective, while insuring maximum consistency and quality.

**Institute systems for online ordering of corporate supplies.** You can make it easy for the entire organization to order supplies — stationery, forms, signs, marketing materials and other materials with corporate markings — from a single source. Management can make that source responsible for maintaining strict corporate standards regarding format and production quality.

**Provide easy to use guidelines that are readily available.** Providing guidelines on CD disks or on the web affords easy updating and expansion and allows worldwide staff to access brand guidelines from their desktops.

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### **The Bottom Line: A stronger brand . . . and savings.**

If your current identity program isn't set up to take advantage of these developments, you may want to make the small investment in time to make sure that you are not missing the opportunity to save hundreds of hours and improve your brand presentation at the same time.

Electronic tools can help you:

- Manage your critical brand assets and reap real strategic benefits.
- Handle information flow like never before.
- Harness the work of your whole organization and make it accessible to everyone.
- Guarantee quality and consistency where it's critical.
- Give your local offices unprecedented flexibility.

Explore the possibilities; you can't afford not to.

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#### **About Marschallin+Sachs**

Marschallin+Sachs is an image strategy firm focused on corporate identity and branding. It is dedicated to helping its clients gain the bottom line benefits that come from strategically developing and deploying a powerful brand. The firm offers a range of services from creating new image programs to producing powerful single pieces, with particular expertise in using the latest electronic media to enable organizations to get the most from their brands. Clients include Fortune 500 companies, mid-size businesses and startup enterprises.

1133 Broadway, Suite 1330  
New York, NY 10010  
www.marsachs.com

T 212.647.8981  
F 212.647.1670  
E info@marsachs.com