PAIN FREE MULTI-BRANDING ACROSS ALL COMMUNICATIONS

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INTRODUCTION

Multi-branding or multi-labeling occurs when the same firm markets two or more similar products, services, divisions or even companies under different and unrelated brands. Mergers, acquisitions and partnerships have made multi-branding a common practice among many organizations.

In a multi-brand organization, quotes, policy materials and invoices go out using different logos and styles. For example, a national insurance firm might use one name in one region and go by a different brand in another. While a financial services organization might provide certain services under its own name, but offer others using a different logo or name.

When a logo or company name changes or when a new one joins the organization's branding pool, it has a ripple effect on hundreds of applications like letters, proposals and notices. Each application must be examined individually to ensure the correct branding is applied.

Although the logos, font, and margins differ, the content is often similar across the branded documents. How can the organization accurately and automatically leverage the common content into different containers?

The problems are similar whether it's high volume output, or a one-off claims letter, whether it's online output or printed communication.
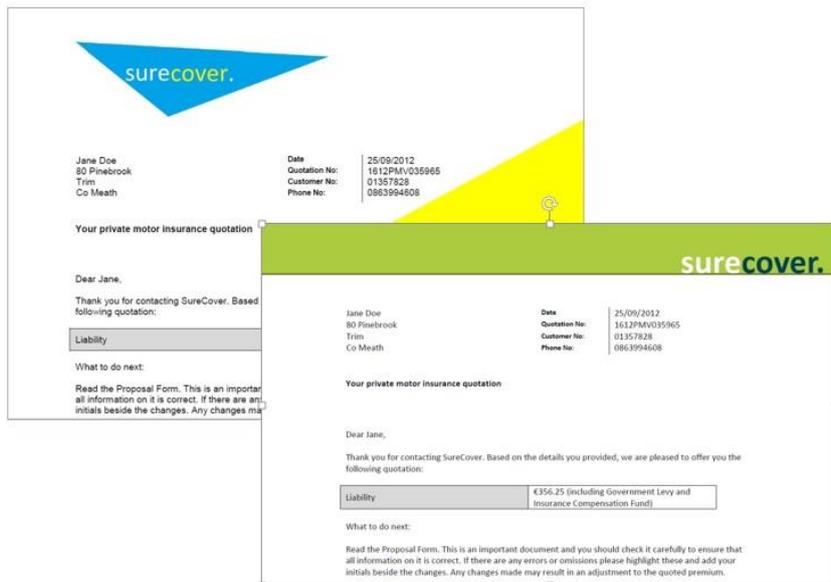
Better Tools, Better Documents, Better Communications

Aia, A Kofax Company has been at the forefront of making documents easier for end users to handle, prepare and produce. This focus includes pursuing better methods to help organizations manage their multi-branded document output at the end-user level.

Taking the idea of easier multi-branding one step further, Aia asks why not push the capability into the hands of the people closest to the need – the agents, the CSRs, the admins and others who create documents every day? Most business users are capable of managing templates and content themselves, once the parameters and business rules are put into place. The problem hasn't been the people, but lack of a solution.

Frontline business users who have regular contact with their customers want and need to customize their own output. With the right tools, they can define their own documents as they use them, using existing templates and style specifications. IT benefits from reduced demands on their time for what should be routine work processes.
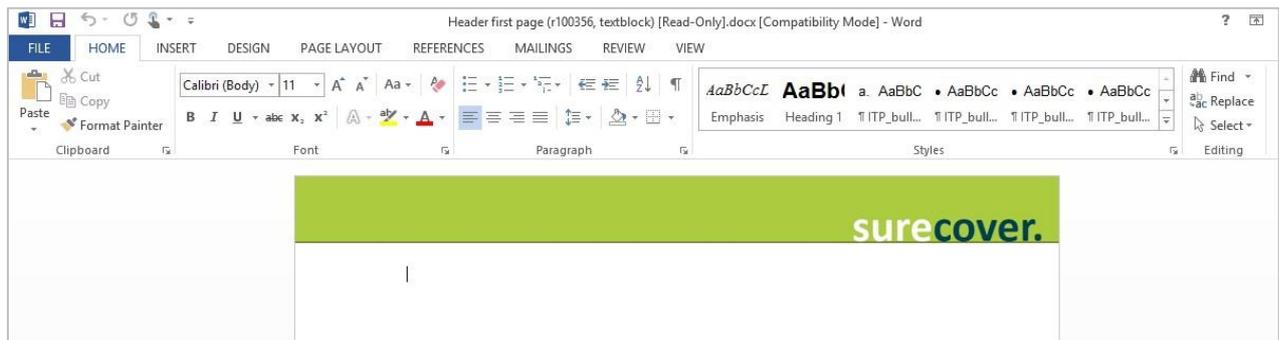
Defining a header using a MS-Word fragment

Taking the Pain Out of Multi-Branding

Aia, A Kofax Company's ITP Software uses automation, business rules, templates and other proven technology to help companies maintain consistent content and appropriate branding. With ITP, adding a new label or logo can be a simple procedure for a business user because content is handled separately from the layout.

To create a document, the user first determines content, and then selects the template formatting for an available brand style, similar to how style sheets are routinely applied in MS-Word. The author can manually select from among different approved choices, or the branded label can be applied automatically from the central database repository based on predetermined business rules. The nature of the data used for the communication determines which brand elements are made available. Users can also modify content when allowed to suit communication needs.

When users can output multi-branded communications more quickly and accurately, the users, like insurance firms, banks, or for example utility companies benefit:

▲ Faster time to market for new communications, products and services
▲ Smoother integration of acquisitions and new corporate partners
▲ Business users own their documents without needing constant support from IT or an application vendor
▲ Brand consistency is maintained across the organization with minimal supervision
▲ Adding a new label is a simple procedure with built-in controls for consistency
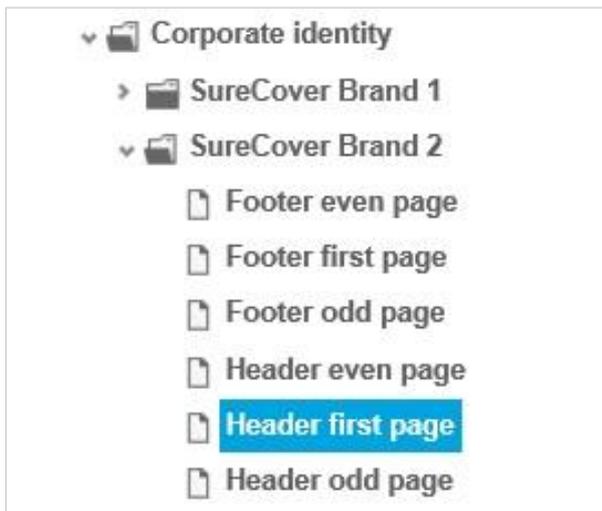
Corporate identity parts in the ITP Web Repository

Similar Content, Separate Brands

Content for all brands and product/service labels is maintained from a single location, resulting in a cohesive corporate voice and look because all users draw from the same source. There is no confusing proliferation of documents across the enterprise due to separate silos of styles, templates and content.

Content comes first, but style makes the brand, and ITP ensures style is applied appropriately to support the brand.
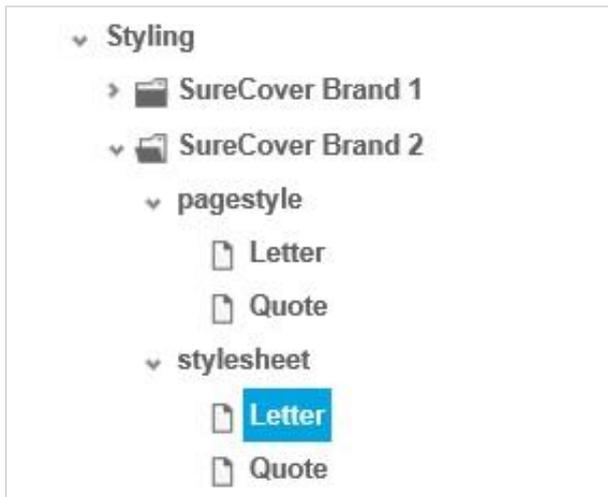
Different style documents in the ITP Web Repository

Multi Branding Examples

These two examples illustrate how multi branding can be applied to business documents.

Example 1 – Logo, margins and font applied for Surecover.

Example 2 – Different logo and font applied for Surecover Green.

How do you want to communicate today?

CONTACT AIA, A KOFAX COMPANY

The experts at Aia, A Kofax Company have helped countless companies implement user-managed content management. We would welcome the opportunity to talk with you about your communications goals and challenges.

Contact us today to arrange an assessment and discover how Aia, A Kofax Company's ITP can help your organization deliver personalized one to one communications that will drive customer loyalty.

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