4 Tips to Make Your Brand More Consistent

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Who Are We?

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THE IMPACT OF BRAND CONSISTENCY
Insights on the Impact and Value of Brand Consistency
A Demand Metric Benchmark Report
October 2016

WHITE PAPER
The Last Mile of Marketing Projects:
How to Avoid Costly Review and Approval Delays
Agenda

• Why is brand consistency important?
• Tip #1 – Pick the right brand champion
• Tip #2 – Make your brand guidelines easier to find
• Tip #3 – Ensure enforcement of brand guidelines
• Tip #4 – Respond faster to creative requests
• Q&A
Why is brand consistency important?
How Often Materials are Created that Don't Conform to Brand Guidelines

- Always: 2%
- Often: 15%
- Sometimes: 45%
- Rarely: 28%
- Never: 10%

Figure 17: 90 percent of study participants experience some level of inconsistent branding in materials they create.
“If your brand was always presented consistently, how much do you estimate that your revenue would increase?”

Average: 23%

Answers ranged from 5 to 50%
“How do you feel that the brand consistency you’ve maintained has contributed to the growth of your organization?”

### Growth Attributable to Brand Consistency

- Very substantially (20% or more): 21%
- Substantially (15 to 19%): 33%
- Modestly (10 to 14%): 30%
- Little (5 to 9%): 6%
- Very little (less than 5%): 4%
- I don't know: 6%

*Figure 18: Over half of study participants indicate substantial or very substantial growth from maintaining brand consistency.*
Tip #1: Pick the right brand champion
“Who in your organization has PRIMARY responsibility to manage and protect how your brand is used?”

Figure 8: A comparison of brand management responsibility based on brand consistency importance.
Pick the Right Brand Champion

• Define roles
Pick the Right Brand Champion

- Define roles
- Stakeholder buy-in
Pick the Right Brand Champion

- Define roles
- Stakeholder buy-in
- Asset storage
Tip #2: Make your brand guidelines easier to find
Branding Guidelines Rating

- Current: 64%
- Easy to find: 40%
- Easy to comply with: 61%
- Effective: 49%

Percent Good or Very Good
How to make your brand guidelines easier to find:

- Offer brand guidelines in multiple formats
<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>Formal guidelines; not enforced</th>
<th>Formal guidelines; selectively enforced</th>
<th>Formal guidelines; consistently enforced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average number of branding guidelines formats</td>
<td>1.8</td>
<td>1.6</td>
<td>1.9</td>
<td>2.4</td>
</tr>
</tbody>
</table>

**Table 1:** Average number of formats in which branding guidelines are made available.
Lucidpress Brand Style Guide Template

bit.ly/LucidpressStyleGuide
Lucidpress
Brand Assets

“Living” brand guidelines where employees create
How to make your brand guidelines easier to find:

- Offer brand guidelines in multiple formats
- Require reviewers to follow a style guide
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- Make clear the intended final use of the project
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• Make clear the intended final use of the project
• Allow for easy comparison between content
• Attach requirements to project workflows
Tip #3: Ensure enforcement of brand guidelines
Effect of Guidelines on Deploying Materials that Don't Conform with Brand Standards

- Formal; consistently enforced: 58%
- Formal; selectively enforced: 38%
- Formal; not enforced: 24%
- Informal: 32%

% Reporting Non-Conforming Materials are "Never" or "Rarely" Deployed
How to enforce brand guidelines:

• Templatize your process for review and approval
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• Provide an outline at the beginning of each project (outlining who will be reviewing what and when)
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• Standardize the communication of feedback
• Create a library of templates (and lock them down)
Lucidpress
Template Locking

Lucid Software empowers millions to build stunning visual content on the web.

Lucid Software is creating powerful cloud-based tools that anyone can use. By bringing together the power of Lucidpress, a popular design tool, and Workfront, a popular content management system, Lucidpress is leading the way in creating a single solution for teams to create, edit, and publish stunning visuals. Lucidsoft was founded in 2013 and is based in Salt Lake City, Utah.
Tip #4: Respond faster to creative requests
Response Time to Requests for New/Customized Branded Material

- 1 month or more: 5%
- 3 to 4 weeks: 16%
- 1 to 2 weeks: 27%
- 4 to 5 business days: 13%
- 2 to 3 business days: 20%
- 1 full day: 5%
- Less than a day: 3%
- Requests not accommodated: 3%
- I don't know: 8%

*Figure 15: Average time to fulfill requests for new or customized branded materials.*
<table>
<thead>
<tr>
<th>Time to respond to requests for new/customized branded materials</th>
<th>Inconsistent brand presentation segment</th>
<th>Consistent brand presentation segment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 month or more</td>
<td>8%</td>
<td>5%</td>
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<td>33%</td>
<td>31%</td>
</tr>
<tr>
<td>4 to 5 business days</td>
<td>11%</td>
<td>8%</td>
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<tr>
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<td>9%</td>
<td>24%</td>
</tr>
<tr>
<td>1 full day</td>
<td>0%</td>
<td>6%</td>
</tr>
<tr>
<td>Less than a day</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Requests not accommodated</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>I don’t know</td>
<td>10%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Table 2: Organizations with inconsistent brand presentation take longer to fulfill requests.
How to respond faster to creative requests:

- Implement a request queue (could be a traffic manager, a physical location, an email address, a google form, or a PM solution)
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Marketing Project Scorecard Template

bit.ly/ProjectScorecard
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• Use a scorecard to prioritize projects correctly
• Communicate in the context of the work
• Enable others to create their own materials
4 Tips to Make Your Brand More Consistent

1. Pick the right brand champion
2. Make your brand guidelines easier to find
3. Ensure enforcement of brand guidelines
4. Respond faster to creative requests
Resources

Download at: bit.ly/BrandConsistencyReport

Download at: bit.ly/LastMileMarketing

Visit bit.ly/LucidpressDemo and workfront.com/demo to learn more about building a consistent brand.
Questions & Answers

Keep your questions coming!
Thanks for attending today’s webinar!

Links to this deck and all other resources will be sent to you soon.