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4 Tips to Make Your Brand More Consistent

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Who Are We?

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If You Stick Around…

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%
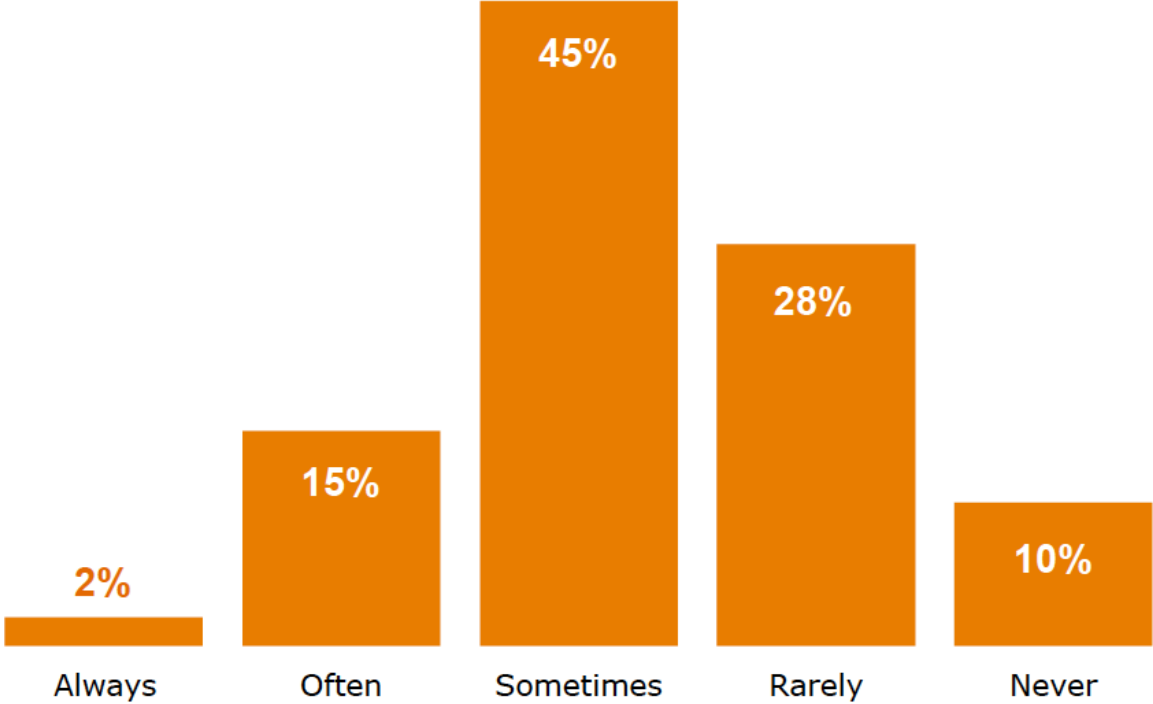Rarely — 28%
Never — 10%

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?"
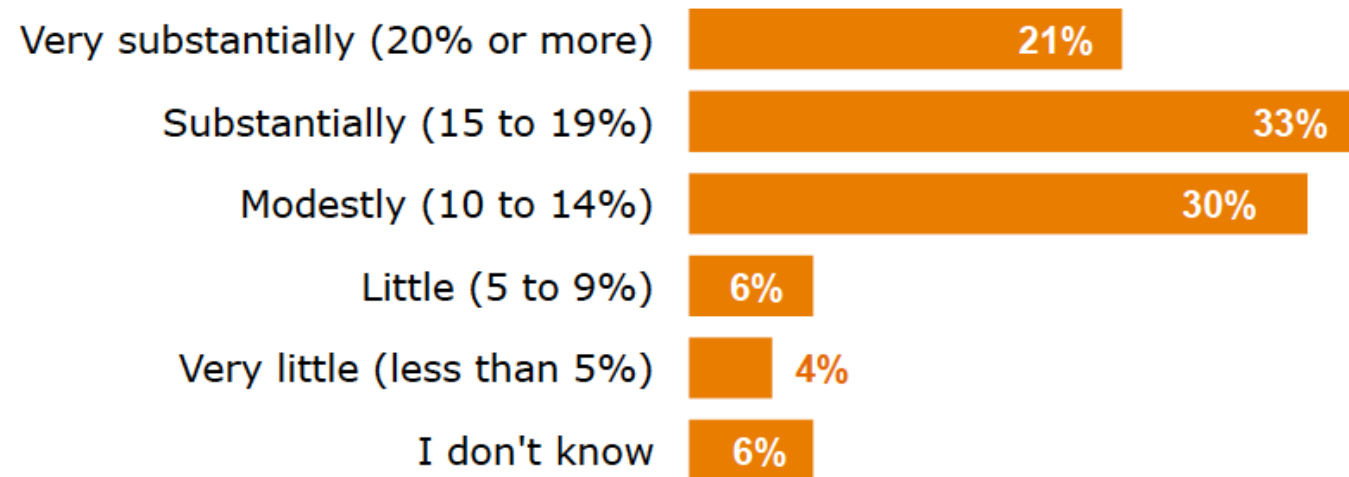
Growth Attributable to Brand Consistency

Category	Percentage
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.

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Tip #1: Pick the right brand champion

"Who in your organization has PRIMARY responsibility to manage and protect how your brand is used?"

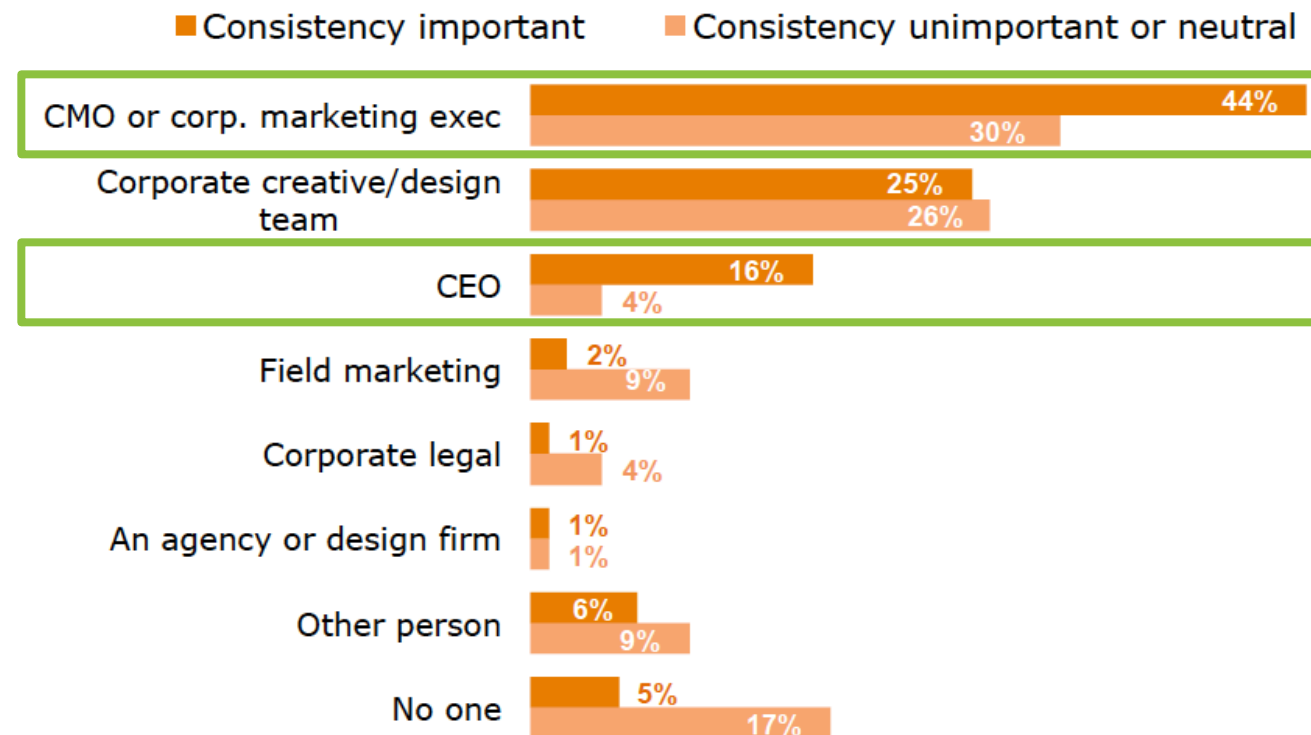■ Consistency important　　■ Consistency unimportant or neutral

	Consistency important	Consistency unimportant or neutral
CMO or corp. marketing exec	44%	30%
Corporate creative/design team	25%	26%
CEO	16%	4%
Field marketing	2%	9%
Corporate legal	1%	4%
An agency or design firm	1%	1%
Other person	6%	9%
No one	5%	17%

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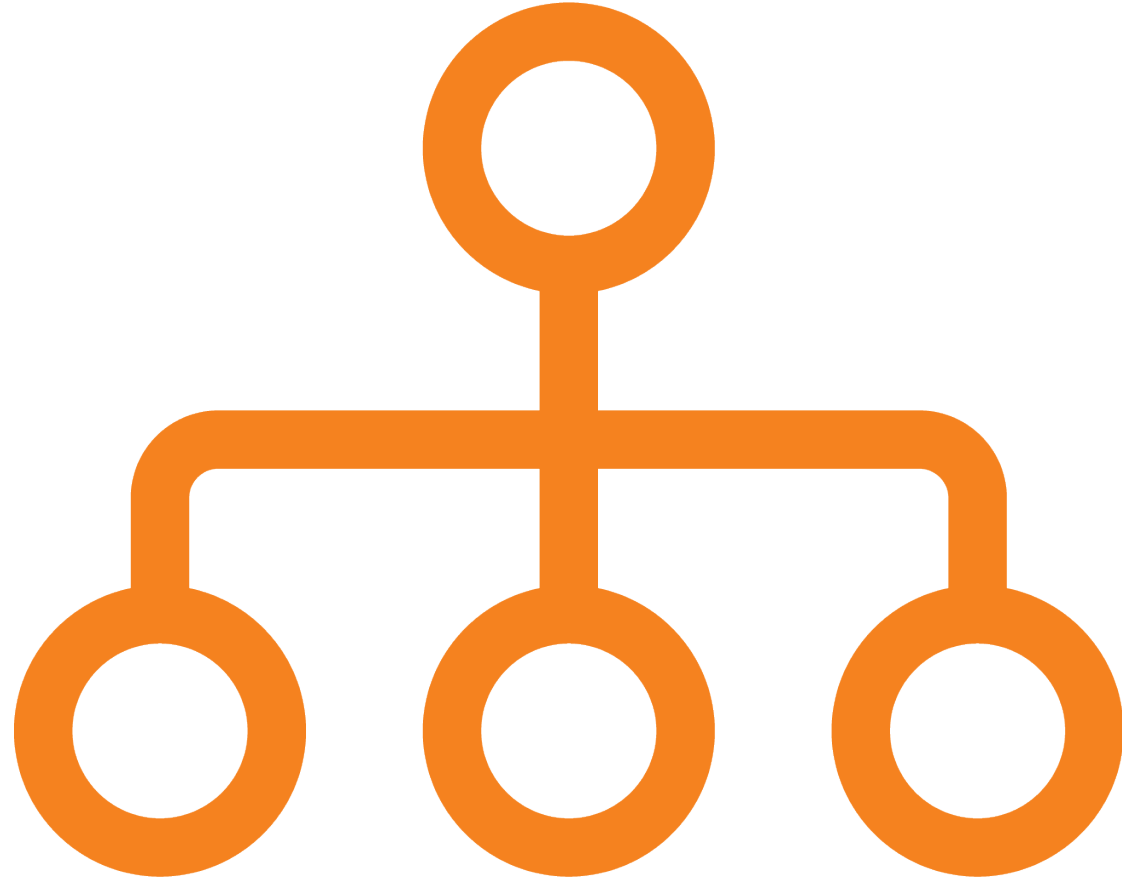
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Pick the Right Brand Champion

- Define roles

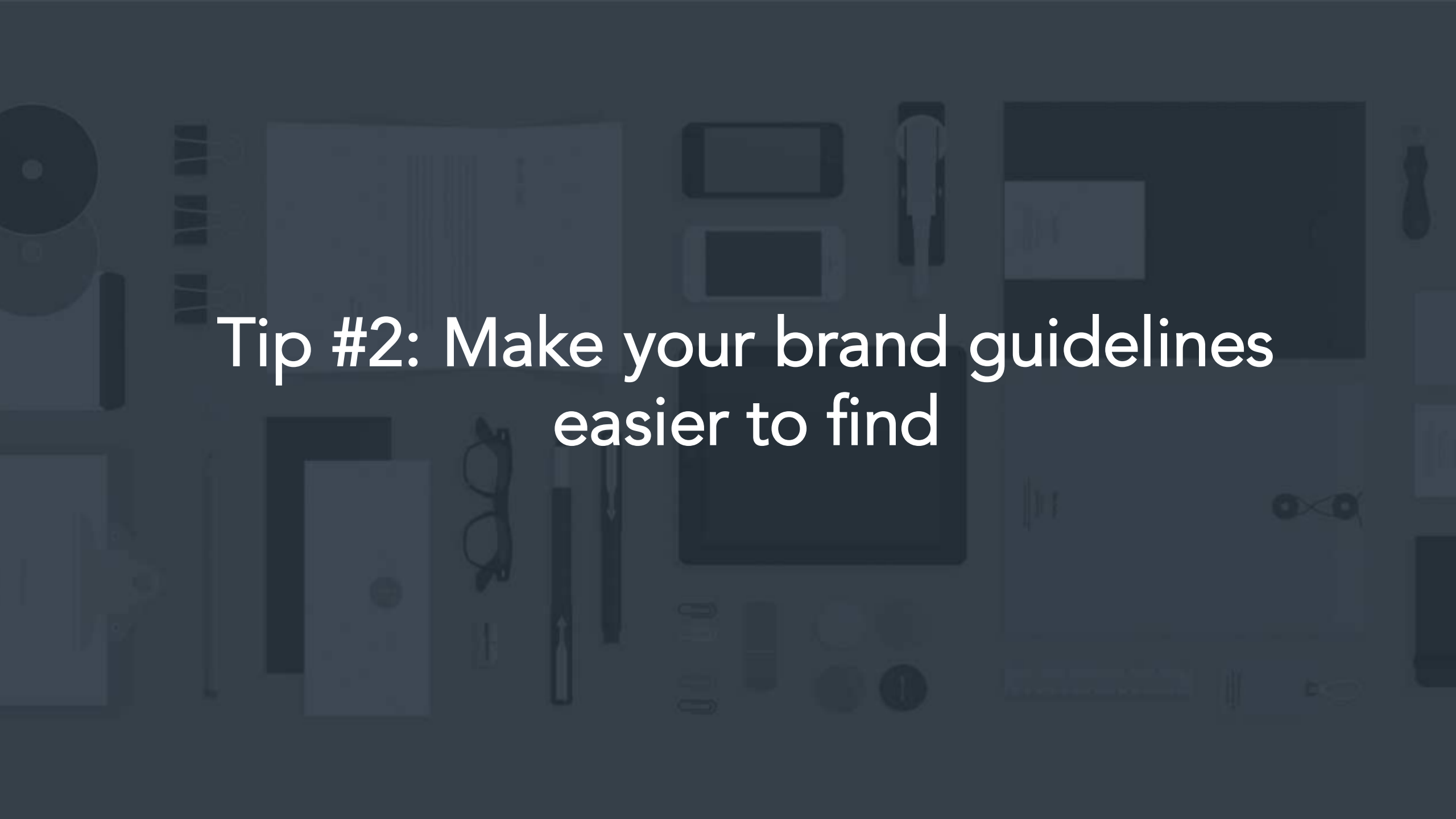# Pick the Right Brand Champion

- Define roles
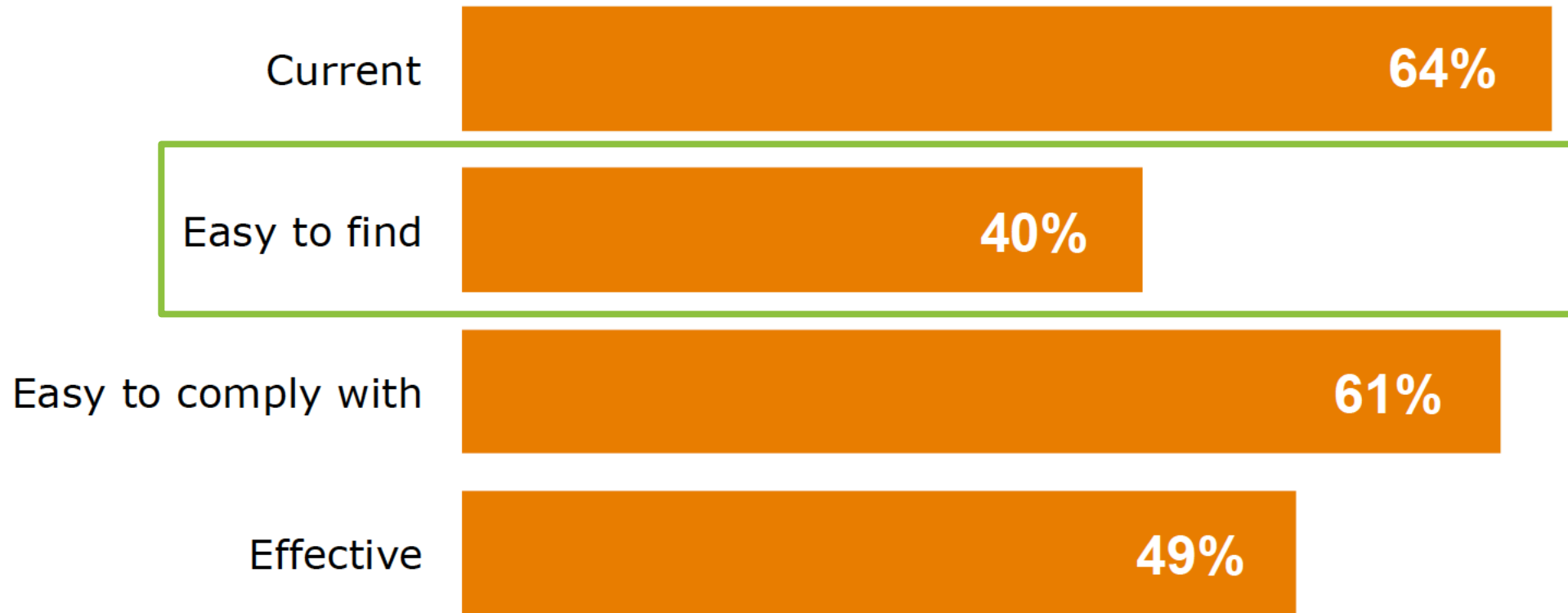- Stakeholder buy-in

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

	Overall	Formal guidelines; not enforced	Formal guidelines; selectively enforced	Formal guidelines; consistently enforced
Average number of branding guidelines formats	1.8	1.6	1.9	**2.4**

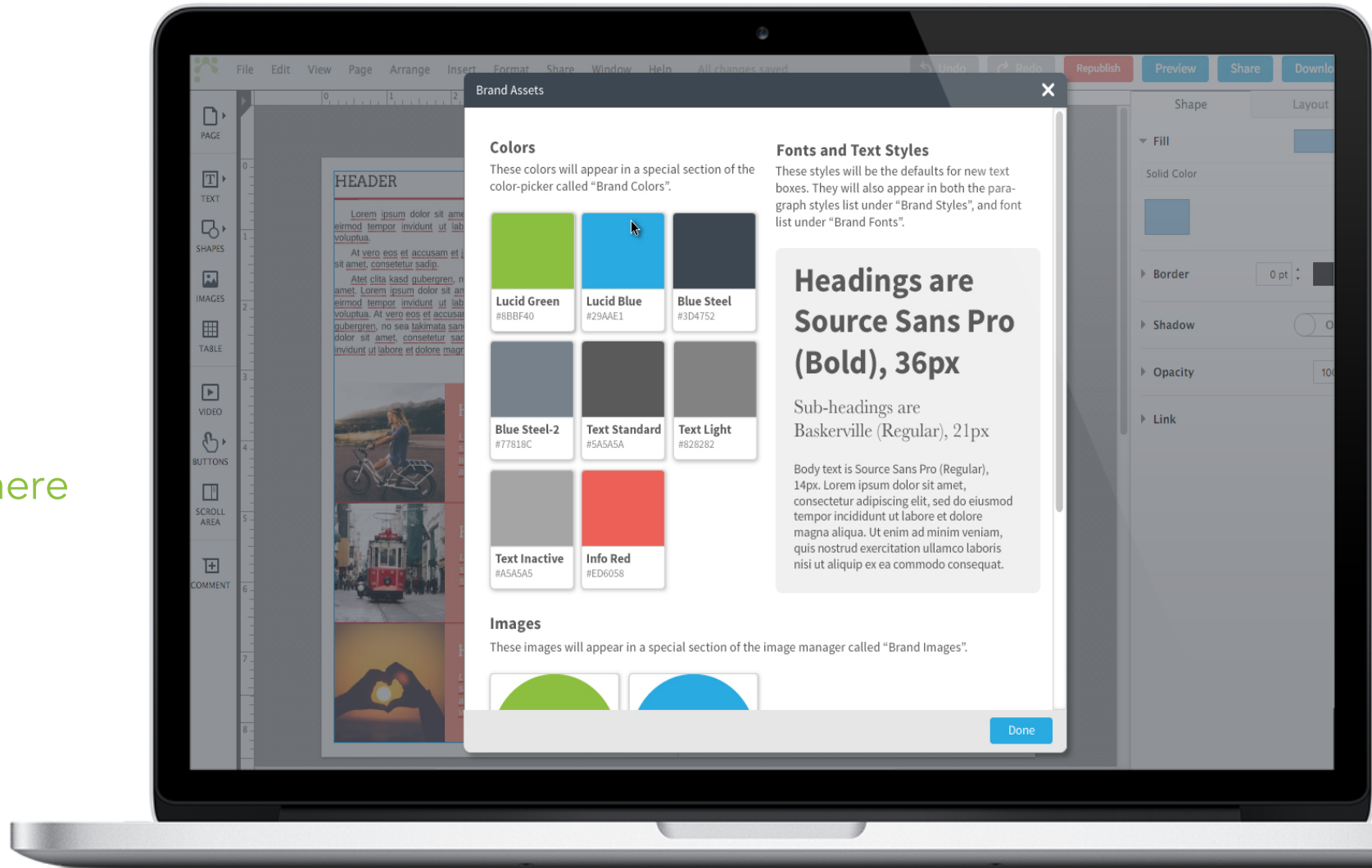Table 1: Average number of formats in which branding guidelines are made available.

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Brand Assets

"Living" brand guidelines where employees create

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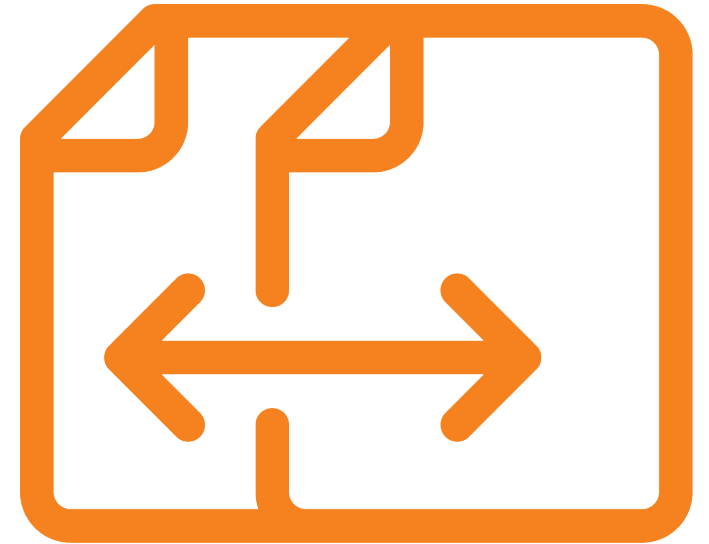- Allow for easy comparison between content

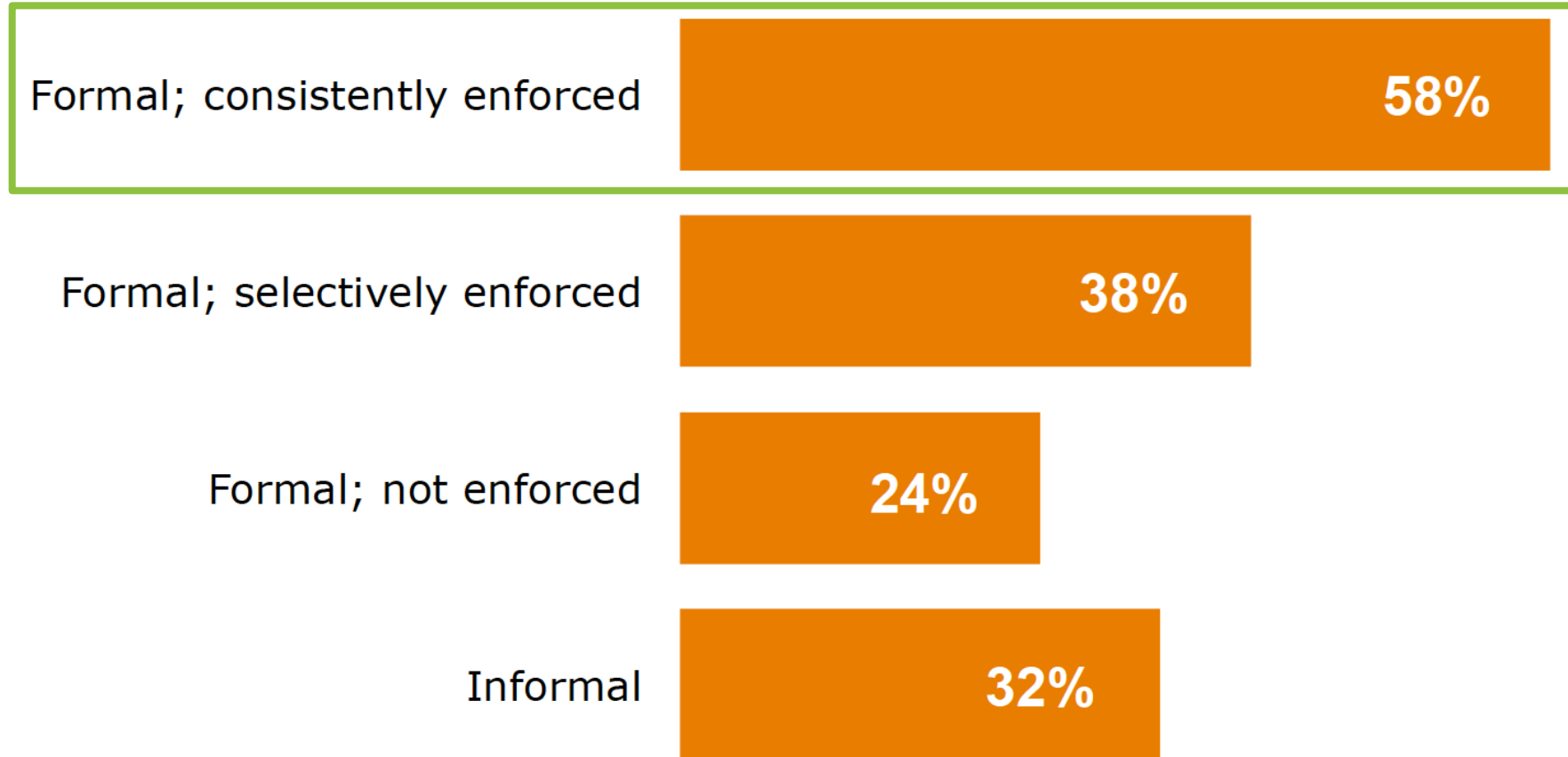# How to make your brand guidelines easier to find:

- Offer brand guidelines in multiple formats
- Require reviewers to follow a style guide
- 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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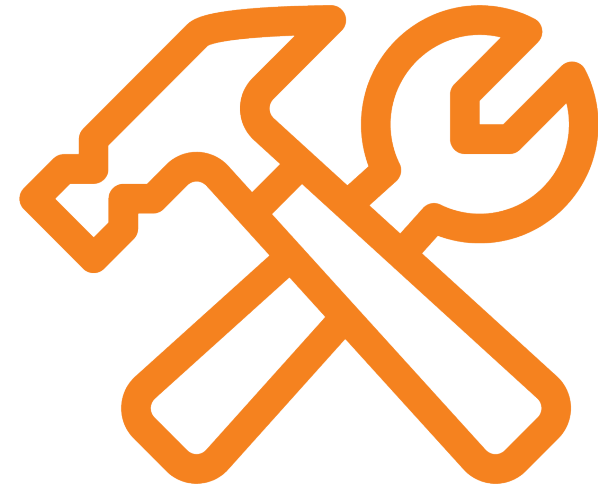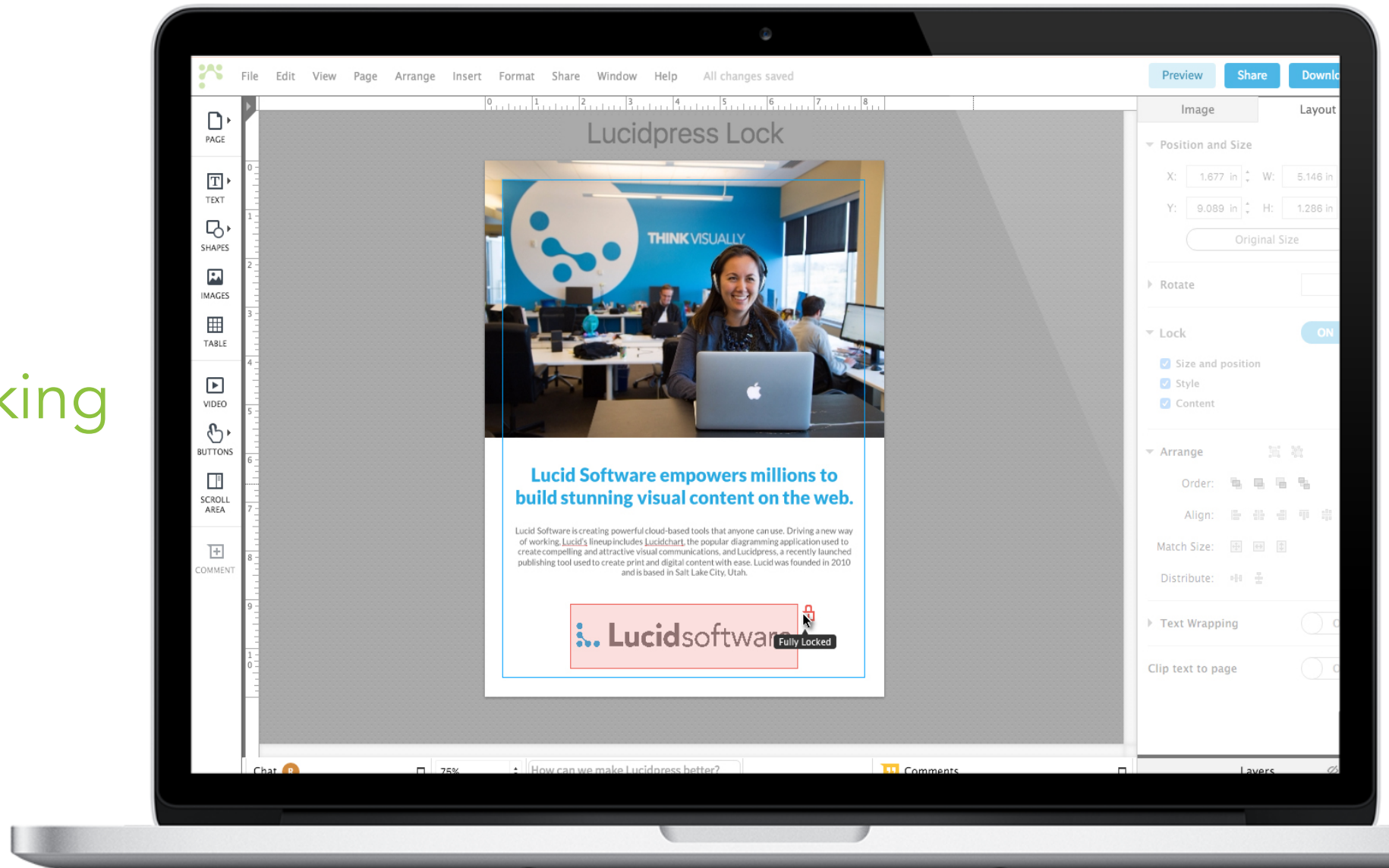- Standardize the communication of feedback

How to enforce brand guidelines:

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

Lucidpress Template Locking

Tip #4: Respond faster to creative requests

Response Time to Requests for New/Customized Branded Material

Category	Percentage
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.

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Time to respond to requests for new/customized branded materials	Inconsistent brand presentation segment	Consistent brand presentation segment
1 month or more	8%	5%
3 to 4 weeks	19%	16%
1 to 2 weeks	33%	31%
4 to 5 business days	**11%**	**8%**
2 to 3 business days	**9%**	**24%**
1 full day	**0%**	**6%**
Less than a day	**4%**	**2%**
Requests not accommodated	6%	2%
I don't know	10%	6%

24% 40%

Table 2: Organizations with inconsistent brand presentation take longer to fulfill requests.

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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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- Use a scorecard to prioritize projects correctly

How to respond faster to creative requests:

Marketing Project
Scorecard Template

bit.ly/ProjectScorecard

Marketing Project Scorecard Template: Using Weighted Points

Strategic Value	Points
REQUESTOR	
Executive	20
Director	15
Manager	10
Peer	5
Sales	10
Finance/HR/IT	5
PROJECT TYPE	
Email campaign	15
Social media campaign	10
Direct mail campaign	5
Printed material	10
Refresh of existing asset	10
Video project	10
Email campaign	5
Social media campaign	10
Direct mail campaign	5
Printed material	10
Refresh of existing asset	10
Video project	10
Corporate newsletter	5
Sales enablement	15
Contest	15
Online advertising	20
Print advertising	20
Radio spot	20
Landing page	10
Event	20
Internal only	5
DAYS TO DEADLINE	
0 - 2	50
3 - 5	40
6 - 10	20
11 - 15	10
15+	5

Instructions: To determine the strategic value of a marketing project or task request, assign weighted points based on the following criteria:

- Requestor
- Project/task type (based on the resources and days required)
- Number of working days until deadline

Priorities should be revisited once a week (at least). Points will increase as deadlines approach; e.g., a blog post requested by a manager with a deadline three weeks out (a relatively low-scoring project) may be at the bottom of your priorities at the time of request, but its point value will increase as the deadline grows closer.

Here's an example scorecard with possible subfields and point values. Feel free to customize this template by adjusting the point values to better reflect your team's unique workflow:

Project Name	Requestor	Project Type	Days to Deadline	Total Score
Email Campaign	10	15	10	35
Corporate Newsletter	5	5	40	50
Field Marketing	15	20	20	55

Project Name	Requestor	Project Type	Days to Deadline	Total Score

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- Communicate in the context of the work

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)
- 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!

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Thanks for attending today's webinar!

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