

How Brandfolder Improves Marketing and Creative Resilience

From COVID-19 to a looming recession, recent events have highlighted the need for brands to navigate change faster and more proactively than ever before.

Marketers and creatives must be able to update messaging and visuals across channels without skipping a beat — or risk paying the price. Leading brands like Zoom, Lyft and P.F. Chang's are turning to Brandfolder's digital asset management (DAM) platform to directly address the key challenges getting in the way of brand resilience.

Let's see why DAM users rate their brands' ability to respond to change more highly than others and why Brandfolder is ranked the number-one DAM platform by marketers and creatives.

\$700,000

is the median price of poor brand resilience

81%

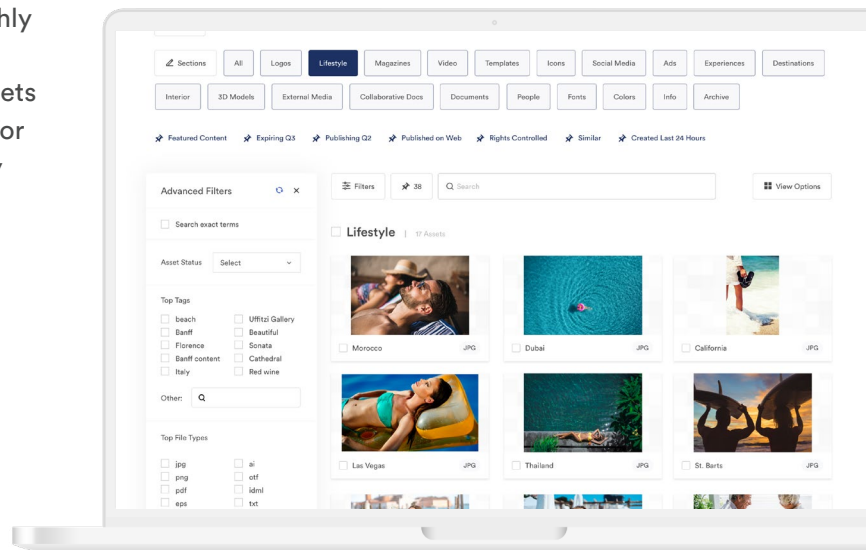
of creative ops and marketing pros say
DAM is the most helpful tool for improving
marketing/creative agility

Intuitive Asset Organization and Easy Discovery

Brandfolder's platform gives brands an intuitive and highly scalable way to organize digital assets. Clearly classify content so teams can quickly browse and search for assets by date, campaign name and more. Curate collections for specific use cases, and let Brandfolder's AI functionality recommend asset tags for optimal discoverability.

73%

cite asset chaos and poor distribution



Streamlined Collaboration, Reviews and Approvals

Too much red tape!



Looking for approval...



67%

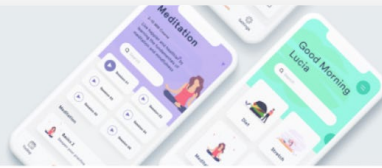
say multiple layers of approval cause bottlenecks that hurt brand agility

58%

want a better way to streamline asset collaboration, reviews and approvals

Project

Trim iOS App Launch



34% Project Complete 7/14/21 Due Date (35 days) 31 Completed 45 In Progress 14 Not Started 6 Team Members Settings Open in Smartsheet

WORKSPACE

iOS App Launch

90 Assets 2 Projects

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a tellus et justo tincidunt vulputate ac at magna. Morbi venenatis sem quis lacus porttitor, et laculla dui laoreet. Nullam ultrices et nibh id condimentum. Suspendisse consequat dui ut feugiat molestie.

All **Homepage Assets** Social Ads Colors Print Assets Images Video Archive

Advanced Filters Hide

☐ Only show assets assigned to me

Status: All Priority: High Due: Next 7 days

☐ Homepage Assets 7 Assets

☐ Open Graph Image # To Do ☐ Coach Images # 19 ☐ Trim Launch Video # To Do

Status: In Progress Status: Complete Status: In Progress

Priority: High Priority: High

Templates empower non-creatives to quickly customize and publish new assets while staying on-brand. Creatives can lock certain design elements, define text options, and even offer a selection of pre-approved images. Users can crop, reformat and resize files in just a few clicks — no design skills necessary.

Streamline content creation by managing work-in-progress assets in a dedicated workspace alongside creative briefs, inspiration, due dates, work status and more. Brandfolder ensures the right assets are always delivered right on time with a centralized place for teams to collaborate on, discuss, mark up and approve content in context.



Want to unlock even more powerful work management capabilities?
Brandfolder integrates directly with Smartsheet!

A Single Source of Truth With Permission and Versioning Controls

What capabilities would help brands respond more rapidly to change?

55%

say more robust permissions

52%

say a single source of truth with version control

Manage assets across hundreds of formats like 8k videos, PDFs and 3D renderings — all in a single place. Brandfolder integrates with popular creative and marketing tools like Photoshop and HubSpot so teams can easily publish, update and use these assets directly within their daily workflows.

Easily control who can edit, share and access specific files, and monitor where exactly they're being used. Schedule time-sensitive content to expire and immediately update live assets at scale using a single URL. Brandfolder automatically tracks version history, optimizes embedded file size and resolution, preserves image focal points and more.

The image displays a composite of three overlapping screenshots from the Sonata Motors Brand Portal, illustrating its core features:

- Brand Portal Overview:** The top screenshot shows the main interface with a header "Sonata Motors Brand Portal" and a search bar. Below the header are three featured sections: "Retailers" (with a blue car image), "Lifestyle Photography" (with a woman driving), and "2022 Models" (with a silver car image).
- User Management:** The middle screenshot shows a "Search 37 Users" interface. It lists users with their names, a "User Insights" link, and a role dropdown menu. The dropdown menu is open, showing options: "Guest", "Admin" (highlighted), "Collaborator", and "Guest".
- Asset Management & Version History:** The bottom screenshot shows the "Car Photography" asset page. It displays a list of assets, including "Assorted Chocolates P..." and "C B-Assorted-Chocola... PSD". The "Version History" tab is active, showing a list of previous versions of the "C B-Assorted-Chocolates-Marble-05.psd" file. The history includes details such as the version number, the user who updated it, the update time, and the file size. The current version is highlighted, and there are buttons to "Make current version" and "Download".

DAM Drives Brand Resilience

With the median price of poor brand resilience coming in at a whopping \$700,000, how to improve marketing and creative agility should be a question on every team's mind. DAM is the answer. See how Brandfolder delivers content organization, streamlines asset review, manages version control and so much more. Request a free demo today!



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