



Brand management and rebranding

Challenges & solutions

Brand management is crucial for your company's success

A strong brand creates trust and conveys competence. Your company's success requires consistent presentation of your brand at all touchpoints. Proper corporate design is important for your website, e-mail signatures, documents, and sales presentations. The challenges of brand management in daily use of Microsoft Office can be mastered efficiently with empower®.



Our Mission

We know MS Office like the back of our hand. For years we have spent day and night together, getting to know the strengths and weaknesses. That is why we set out in 2005 to revolutionize everyday office life. We develop Microsoft Office solutions that enable people around the world to work more easily, consistently, and efficiently with Microsoft Office. In short: they get the best out of themselves and finally have time again for what really drives them. That is our mission.

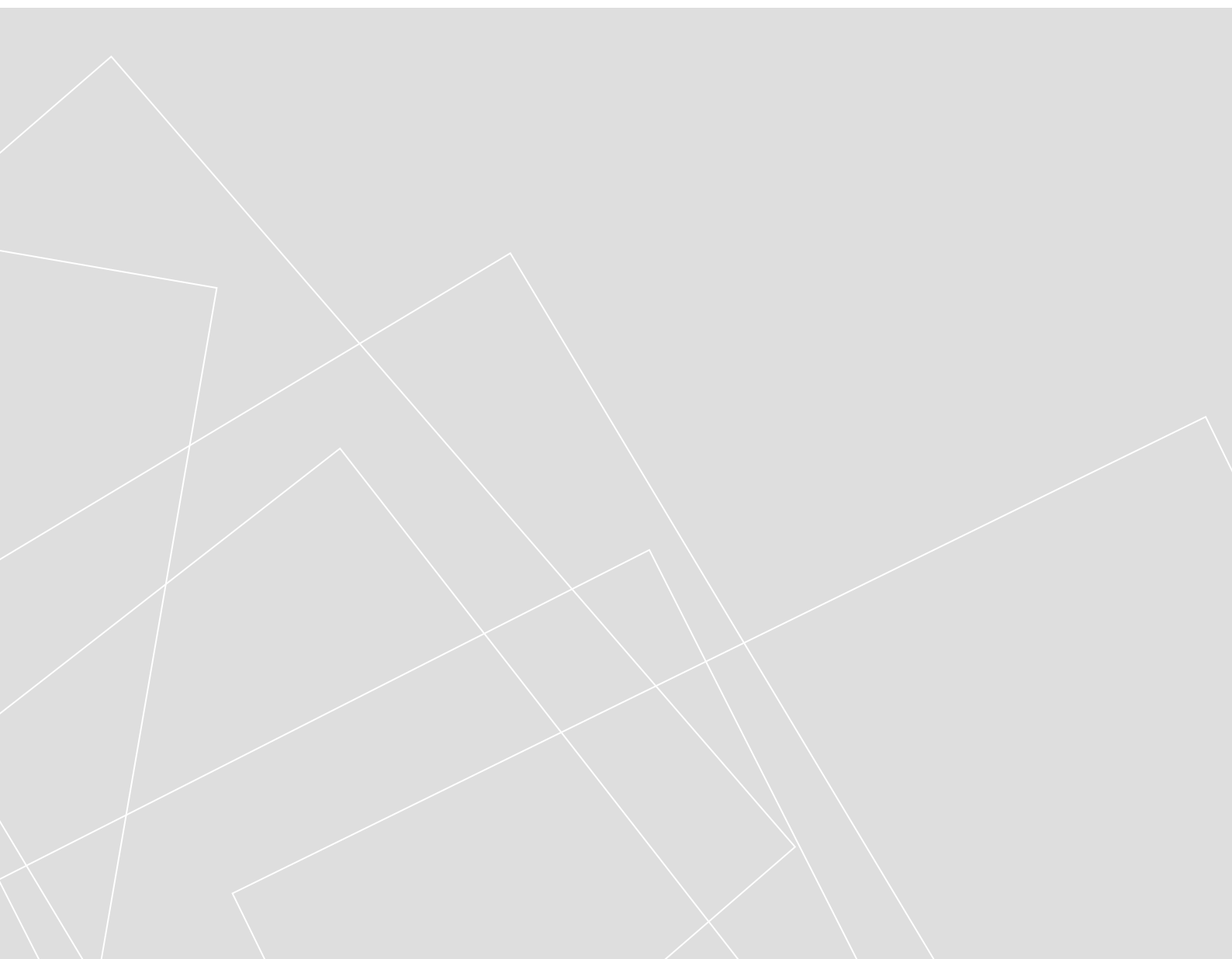


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Brand management overview

Brand management is central to a company distinguishing its brand from others. Ideally, brand management creates an emotional connection between a customer and the product and the company. To achieve this, the values and ideals of a company must be communicated and be reflected visually in corporate design. If brand management is successful, it creates more trust and radiates competence.

The various areas of brand management are intertwined in many places. This topic is very complex but nevertheless is based on some essential core points:



Brand identity

Brand identity contributes positive characteristics to the company, which ideally transfer unconsciously to the products. The company tries to create positive associations with its brand to stand out from the competition and increase its brand value. The brand stands for quality and consistency that customers can trust.

To create such a positive brand identity, the company's values and philosophy must be as clearly defined as its external communication and visual presentation suggest. Only if the identity resonates with employees will it appear authentic and trustworthy to the outside world.

Brand and corporate design

The visual component of brand identity is anchored in corporate design. Uniform colors, fonts, logos and image styles create recognition value. All of a brand's components enable customers to correctly categorize the brand and accept its products with confidence. So it is critical that the design reflects corporate identity optimally at all times.

Brand consistency

Successful companies constantly evolve. Nevertheless, a brand should stand for consistent, reliable quality. A high degree of uniformity and topicality in brand communication is essential. Brand consistency is ensured, for example, by adhering to design standards and implementing changes immediately and across the board.

Brand strategy

How a brand is developed and presented to the outside world is a crucial aspect of brand management. For the brand to move with the times and maintain its success, changes or even just minor adjustments must be introduced with tact and consistency to ensure a smooth transition and not impair the brand's identity. The details of such a planned evolution are set out in the brand strategy.

Brand asset management

To meet the challenge of corporate communication and presentation, style guidelines govern all means of communication. The aim is to ensure that all brand assets are always brand-compliant and accessible. What good are brand assets that no one uses - let alone can find?

Digital asset management (DAM) is the key to solving this problem.

Digital asset management (DAM)

Digital assets are used in almost all formats daily. Whether logos, icons, images, or style sheets, they must be organized and stored centrally so they can be found and used by everyone in the company.

Challenges in brand management

Practical hurdles around brand management often arise in everyday corporate life. Coordinating content and making it consistent is often inconvenient and time-consuming, especially in larger companies.

When using Microsoft Office products, many questions and challenges arise that the basic version of Microsoft's software cannot solve.

Follow the corporate design

Complying with the company's corporate design can be difficult. Inconsistent documents result when templates do not embed corporate design or people create new documents by copying old ones.

The Ultimate Global Office Suite Study, conducted by Nielsen, shows that almost every second document is not design-compliant. A different font may creep in, the color scheme may differ, or faulty formatting may appear. Design breaches damage brand identity and respectability.

Numerous storage folders

A jungle of local folders and digital storage spaces make it easy to lose track of digital brand assets. Without a central storage location or proper organization of files, people lose a lot of time trying to find appropriate content. Some files get lost, others are hidden so that they cannot be found by all users. Many different locations lead to confusion and affect productivity. Brand managers are

overwhelmed with requests for files and creative assets, and must spend valuable bandwidth on them. Digital assets that are not easily accessible to all team members cannot unlock their potential.

Topicality

As the company evolves, the corporate design changes as well. That may entail new logos and templates. Elsewhere, legal details in email signatures or text modules may change. Both are equally important to the reliability and professionalism of your company.

The longer it takes to implement changes and the more frequently outdated information and templates are used and communicated to the outside world, the less favorable the impact on corporate identity. In successful brand management, great importance attaches to consistency and topicality.

Rebranding

Sometimes it might be necessary for an established company to update or create a new identity. That requires rebranding. Renewing a brand should influence external perception. Customers, competitors, and stakeholders can see the brand in a new light - if brand management succeeds.

The company's new presentation should be adopted as quickly and consistently as possible. All communication media must reflect the new corporate design. Business partners need to familiarize themselves with the new design comprehensively and without delay.

Rebranding entails many organizational hurdles. Implementation of a corporate design relaunch and communication of all changes often takes a lot of time. During the changeover phase, problems often arise with application of the new specifications and the updating of old documents.

To avoid an inconsistent corporate identity due to inconsistent content, rebranding must be well planned and competently executed. To make the transition easier for employees, responsibility should not fall solely on their shoulders. Instead, support the process with software tools and make it as simple as possible.

Brand management with Microsoft Office and empower[®]

The key to successful brand management is well-organized content management and consistent corporate communications.

For presentations, documents, spreadsheets, and emails, Microsoft Office applications are widely used and easy to use. However, the basic version of Microsoft Office does not make design compliance easy - especially across the entire company.

empower[®] helps you conquer brand management challenges. The empower[®] add-in suite facilitates brand management and gives you full control over your brand.

Compliance with the Corporate Design

The one-click Design Check from empower[®] confirms whether corporate design has been consistently adhered to in a document. Design Check lists deviations and can correct them automatically with a click. That ensures that all documents and presentations are uniformly designed, no extraneous design elements appear, and all your company's design specifications are adhered to. Corporate identity is strengthened and users do not get bogged down in design issues.

Integrating your style guide with Microsoft Office via empower[®] embeds your style guide directly into Microsoft Office. For example, font and color pickers enable only design-compliant fonts and

colors. Digital assets are easy to find and use. E-mail signatures in Outlook as well comply with corporate design. And more: empower® covers the entire range of branding points in Microsoft Office.

Use the new design

When launching a rebrand or new corporate design, old files often must be manually updated to the new design. The convert function in empower® eliminates this tedious step. empower® automatically updates presentations and documents to the current design. This avoids errors and saves time.

All templates and brand assets in one place

A central storage location for all assets and file templates eliminates file chaos. The empower® Suite's central library encompasses all content, bringing all presentations, documents, templates, and digital assets together in one place. The Google-like search function and clear folder structures save you time and soothe your nerves. Word templates, prefabricated PowerPoint slides, and all presentations are united in one place, accessible to all employees - easy to edit and insert.

With empower® you can easily provide new templates company-wide, distribute new versions, and update e-mail signatures. Slip-ups or divergent slide designs are a thing of the past.

Insert images and icons with one click

With the integration of your DAM system, all users can access all images or icons directly in Microsoft Office via empower® and insert them into their Office documents with one click. Messages to users about updates and license expiration dates can also be displayed.

Successful brand management with empower[®]: Atruvia

"Some colleagues say: never take empower[®] away."

Cornelia Kuster, Communication & Marketing, Atruvia



Atruvia, formally Fiducia, has integrated empower[®] successfully. With tools like the agenda function they create convincing Power-Point presentations in large teams and facilitate collaboration. Often more than a hundred employees work on a presentation. empower[®] makes smooth coordination possible and maintains the corporate design at the same time.

Summary: brand management

As with Atruvia, brand management benefits from the features empower® provides. A strong brand contributes to a good market position and is essential for every company.

Challenges in brand management

Adherence to corporate design is often difficult and inconsistent due to even small errors



Different storage locations lead to long searches for the right content



Requests for files and creative assets take a long time to process. Time-delayed provision of templates



Updates take a long time to implement. Outdated templates, information, and email signatures are used and shared externally



Rebranding is time-consuming and quickly leads to errors in corporate communications



Converting old documents to a new design is time-consuming and error-prone



Easy brand management with empower®

Fewer corporate design errors when creating content thanks to an integrated style guide in Office



Clear, structured slide and template libraries accessible company-wide within Office



DAM system integration

DAM

Updates are immediately available in the empower® library and automatically implemented on request



Corporate design check and error correction with just one click



Convert function for migrating a presentation to the new design with a mouse click





With the right presentation of your company and your brand, you strengthen your company's success. But brand management holds many challenges. empower[®] helps you to meet these challenges competently in Microsoft Office and to ensure control over your brand. You can present a coherent image of your company and strengthen your image with consistency, integrity, and professionalism.

Start now with empower[®] and experience how easy brand management in Microsoft Office can be.



empower GmbH

KölnTurm
Im Mediapark 8
50670 Cologne

empowersuite.com

Telephone (EU): +49 221 99 37 85 - 77

Telephone (US): +1 800 657 0270

E-Mail: request@empowersuite.com