


# The **art** of Brand Manager



**Improving your internal communications within your business will save you time and money on a daily basis...**

# A fresh approach to managing company communications for today's mobile workforce.

The Art Department are a Brand Consultancy who have developed an online brand management tool aptly named – **Brand Manager**.

This tool has been developed by a team that have worked on thousands of communication projects for companies of all sizes and across many sectors.

With this vast experience we have developed a great understanding of the frustrations and issues that face directors, managers and employees in relation to company communications.

Brand Manager resolves all these issues and delivers an approach that is both practical and cost-effective.



[www.art-brandmanager.com](http://www.art-brandmanager.com)

**Brand Manager  
is a cost-saving,  
easy-to-use,  
online brand  
management  
tool like no other.**

## **FOUR MODULES. ONE RESULT.**

The result of implementing the four modules that make up Brand Manager will be a higher level of engagement and understanding of your company brand from all directors, managers and employees.

### **COMMS PLATFORM**

The Comms Platform Module acts as a signpost to all areas of your company communications.

### **FACT FINDER**

Fact Finder allows you to create questionnaires to help you better understand employee and client requirements.

### **NOTICE BOARD**

Notice Board is a notification system that helps you to keep everyone informed of company activities throughout the year.

### **BRAND TOOLBOX**

Brand Toolbox gives you immediate access to all of your master artwork files and marketing references.

**With over 20  
years' experience  
in managing  
company comms.  
we know where  
frustrations lie**

## **DOES THIS SOUND FAMILIAR?**

**Why is it so difficult to find the right presentation?**

**Keeping our staff up-to-date on all matters never seems to be a straight-forward exercise.**

**Why is it that company policy is not always understood by everyone within the company?**

**Reminding staff on proper procedures seems to be a daily battle.**

**Fully understanding our clients' requirements can be challenging at times.**

**Being away from my desk means I can't access the information I need.**



**Brand Manager can help resolve  
all of the above frustrations  
within a matter of days.**

**Brand Manager  
helps to keep  
things simple.**

**Simple to set-up.  
Simple to use.  
Simple to manage.**

## **VALUE FROM DAY ONE**

The biggest difference between Brand Manager and other management systems designed around internal communications is the ease in which it can be set-up.

Most people are very hesitant in investing in new systems no matter what it is designed to do. And they are right to be hesitant because new software products are notorious for causing stress due to the time and investment of often required.

Brand Manager is different and is a breath of fresh air. We have done all the work to make it one of the easiest, quickest to set up and most cost-effective Brand Management tools available.



**8 HOURS TO SET UP...  
1 WEEK TO POPULATE...  
12 MONTHLY PAYMENTS.**

**We appreciate  
there can be  
many barriers  
to change in  
any business.**

***Let's break  
these down...***

## **BREAKING DOWN BARRIERS**

Barriers to 'change' can exist because of a lack of understanding in what is being offered and the potential improvement the 'change' can make.

With any investment in your business, a cautious approach to purchasing is perfectly understandable. But it can also be unfortunate when significant improvements are not realised as a result of barriers being put in place – barriers that through further discussion may not need to exist at all.

As a consultancy that specialises in company communications we have become very well versed in many aspects of business culture – including barriers to change. The following pages help break down some barriers that you may face at the decision stage of any investment in Brand Manager.

# BARRIER N<sub>o</sub>1

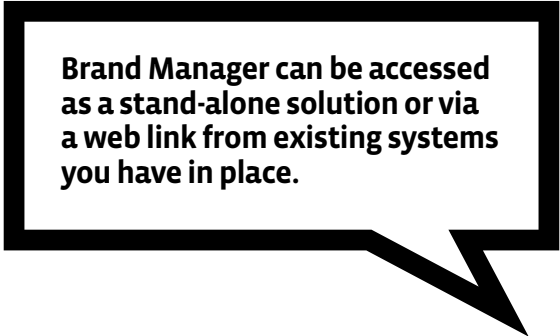
The last thing we need is another I.T. system for our company.

## LET'S BREAK IT DOWN...

We would like you to think of Brand Manager more as a website and less as an I.T. system because that is exactly what it is.

It's a stand-alone website with it's own server, security and functionality which means it runs completely independently of any existing I.T. system you have in place.

With Brand Manager being web based it can also be linked to from any of your existing systems simply by featuring the web address.



**Brand Manager can be accessed as a stand-alone solution or via a web link from existing systems you have in place.**



## BARRIER N<sub>o</sub>2

**Our Sharepoint system 'could' be set-up to manage our brand and internal comms.**

### **LET'S BREAK IT DOWN...**

The key word in the statement opposite is the word 'COULD'. Whilst Sharepoint could be set-up to replicate similar functions to Brand Manager, that still requires a solution to be designed, developed, tested and implemented and that all takes time and resources – something that we find most companies don't have in abundance.

With Brand Manager we have designed the system around the experience of managing communications for a wide range of clients over the past 23 years.

It is this understanding that delivers a solution that can improve your communications with immediate effect and without the planning, design, development and testing associated with a Sharepoint approach.



**Sharepoint can offer many solutions but it requires time and investment to design, develop and implement a solution that fits your exact business needs.**

## BARRIER NO3

**We are too busy to introduce a new system to our business at this time.**

### **LET'S BREAK IT DOWN...**

Brand Manager is a web-based management tool developed by our in-house digital team. It requires no time from you to set it up and very little time to populate with content.

As touched on within the previous pages it causes no disruption to your I.T. department and training administrators requires no more than 1 hour.

For companies wishing to streamline their business, Brand Manager saves you time by having important information available to employees via their desktop and mobile devices.

#### **TIME SAVING SIMPLICITY**

**Brand Manager lets you find master presentations instantly, locate templates in seconds, pass on artwork files with no fuss, revise a procedure from your phone or create a bespoke questionnaire in minutes.**

# BARRIER N<sub>o</sub>4

The potential cost of training and the time this might take is worrying.

## LET'S BREAK IT DOWN...

For ease-of-use and speed of set-up we believe Brand Manager to be one of the simplest Brand Management tools available.

### USERS

Simply log-on and view content from your desktop, smart phone or tablet.

### ADMINISTRATORS

The training you receive will result in you being competent in using Brand Manager within 1 hour – it really is that simple.



**Users love the simplicity of Brand Manager and can't believe how easy it is to add, edit and delete content.**

# BARRIER N<sub>o</sub>5

**With our recent investments, Brand Manager might not be affordable.**

## **LET'S BREAK IT DOWN...**

“Saving you time and money” is a bit of a cliché but with Brand Manager in place that is exactly what will happen from the outset.

There is plenty of evidence to claim that well informed employees and a streamlined and engaging approach to company communications will result in a better understanding of your brand, processes, procedures, resources, assets and culture.

This approach can help you retain your best people and attract new talent in the future. It will also help everyone find important company information in seconds – both in and out of the office.

**Brand Manager can be purchased through a 12 month payment plan providing an immediate range of benefits at an affordable cost.**

**It's universally accepted that companies can benefit greatly from an engaged workforce.**

## **THE VALUE OF BRAND MANAGER**

An engaged workforce will feel more valued.

They feel part of the company and have a better understanding of the company brand and what it stands for.

They buy into the vision of the company and personally share in the highs and lows of success and failure.

They stay with the company and look to build their careers through continuous self-improvement.

An engaged workforce is the difference between success and failure in any company and for any brand – a simple but very important rule.

This is why the Art Department have placed so much focus in helping companies build their employee engagement strategy through the use of Brand Manager – a solution that has been developed as a result of many years of working at the heart of business communications and knowing the difference improved communications can make.



For further information on  
the Art Department and their  
Brand Consultancy work visit  
**[www.artdepartment.co.uk](http://www.artdepartment.co.uk)**

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Discover more...

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