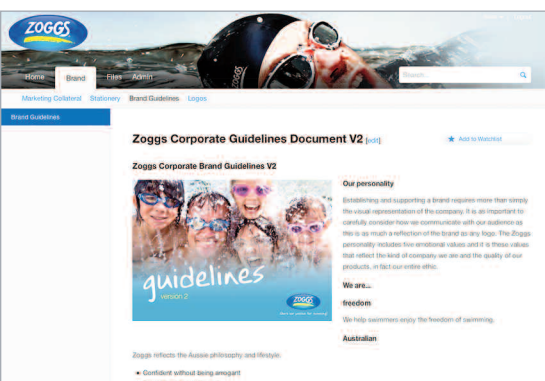


On Brand launches with a splash!

April 2011



VYRE are delighted to announce that Zoggs International are the first company to adopt their new suite of Brand Management modules – On Brand.

The new partnership will see Zoggs utilising On Brand to manage all of their assets and brand guidelines within a single SaaS delivered solution.

Ben Hornett, International Marketing Manager for Zoggs announced, “Innovation is very much a by-word here at Zoggs and it’s very exciting to be in at the launch of On Brand.

Our brand identity is extremely important to us and On Brand will enable us to retain complete control and consistency in how we present ourselves globally.”

“It’s fantastic to have Zoggs on board as the first On Brand client. Zoggs are a passionate, vibrant company and we are looking forward to supporting their growth as On Brand enhances global compliance and speeds campaign turnaround,” says Ruth Knight, Marketing Director at VYRE.

B On Brand

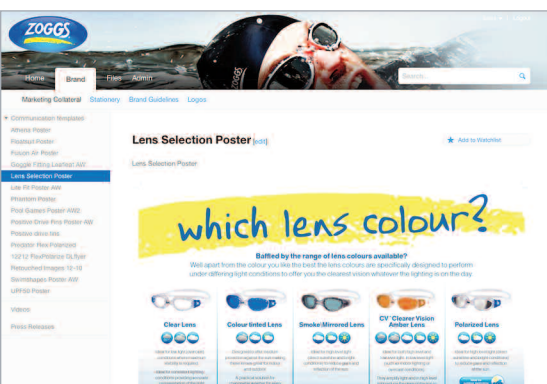


On Brand

Zoggs

By drawing on the years of experience gained from managing some of the worlds leading brands such as Diageo, Nokia, Shell and Virgin Holidays, the On Brand suite of modules from VYRE sets high standards in the Brand Management space.

Born in Australia, Zoggs has a passion for swimming and believes it's one of life's greatest pleasures, whether you swim every day, have a love for the great outdoors or simply enjoy taking the plunge when you're on holiday.



Designed on VYRE Unify, the award-winning marketing automation platform, On Brand allows users to start with the asset management and brand guideline modules and then extend as needs dictate. The modular On Brand suite is comprised of: assets, guidelines, creative workflow, web to print, campaign management and reporting. All of the modules are highly intuitive and elegantly designed.

This passion began with goggles and Zoggs now offers an innovative range of market leading goggles and extends to everything for swimming including training aids, sun protection and children's games as well as an extensive range of swimwear.

Zoggs products are designed to enhance the freedom, fun and exhilaration of recreational and fitness swimming, for ages and ability.

A distinguishing feature of On Brand is the ability to manage multiple brands – enabling companies to have customised interfaces specific to individual identities. Furthermore, On Brand and the Unify platform offer the unique proposition to switch from an out of the box to a bespoke build model at any time. Such flexibility safeguards investments, as the solution evolves with business needs, minimising change management issues.

VYRE

VYRE marketing automation solutions protect hundreds of Global Brands, by delivering brand consistency across multiple regions and channels, greater transparency of processes and improved time to market.

VYRE's web-based modular solutions are built on the award winning VYRE Unify marketing automation platform and are available bespoke or 'out of the box,' licensed or provided as a service. VYRE Solutions are;

- Brand Asset Management
- Digital Asset Management
- Creative Workflow and Approvals
- Campaign Management
- Artwork Automation
- Multi-Channel Content Management

VYRE clients include: Diageo PLC, Nokia PLC, Virgin Holidays, Shell PLC, ESPN STAR Sports, Cambridge University Press, The AAT, IMG Media Group, Lowe & Partners Worldwide and FutureBrand.

Get in touch

We would be delighted to give you a run through of On Brand in person or by phone. To arrange a demo or for more information please give us a call now on +44 (0)207 749 1800 or email our sales team: sales@vyre.com

Visit us online at: onbrand.vyre.com