

# **B** On Brand

**Total consistency and  
protection for your brand**

## An introduction to On Brand

### **Total consistency and protection for your brand.**

As the brand ecosystem widens and evolves, brands now have to work harder than ever before. They must expand beyond traditional advertising and speak to customers directly through smartphone apps, viral campaigns and social media. And when it comes to marketing messages spreading, it's conversation that has become a key tool for brands looking to create genuine, recognisable value. Today's social web means that people are talking about your brand right now, and you need to join that conversation.

This changing environment is incredibly exciting for those brands ready for it. But being quick enough to take advantage of new opportunities means being prepared. Your brand fundamentals must be clearly articulated and fully understood by everyone who works with your brand, internally and externally. Teams and partners worldwide need to know exactly where to find the assets

and guidelines they need, and be confident that every communication they create is supporting the full vision of your brand.

**Today's successful brand is the one that is applied with complete consistency across all markets and channels.**

On Brand from VYRE lets this happen, as it's designed to get you to market faster, to be more agile, and add value where it counts: in helping make your brand more consistent, talked about, and loved.

## On Brand explained

**On Brand is a powerful suite of web based solutions designed to ensure compliance and consistency across all touchpoints and channels.**

Whether you are managing a single brand or multiple brands, On Brand enables complete control over all brand assets, guideline collateral and creative workflows from a centralised location.

Designed to maximise return on investment, On Brand:

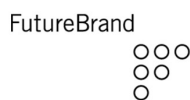
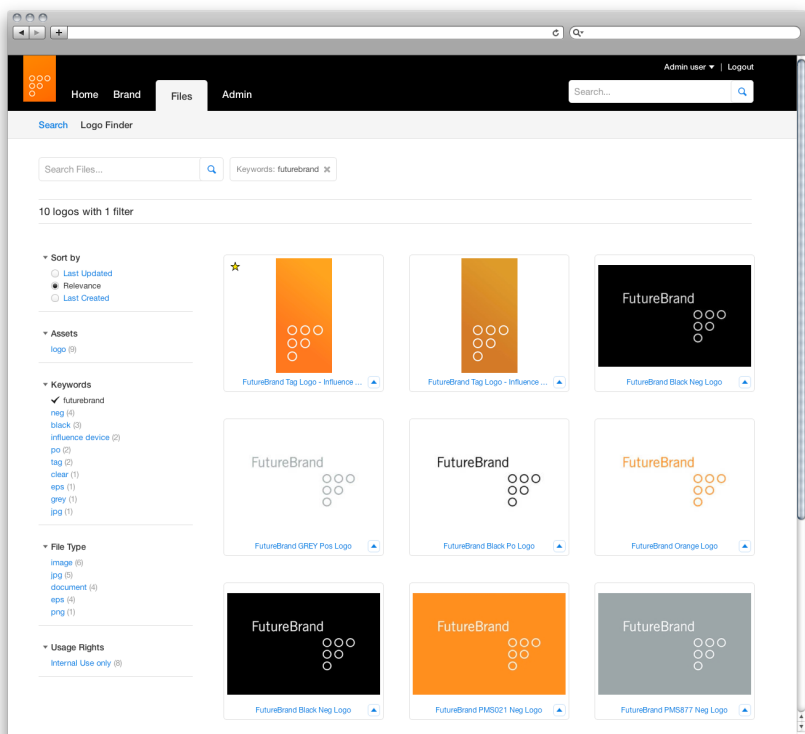
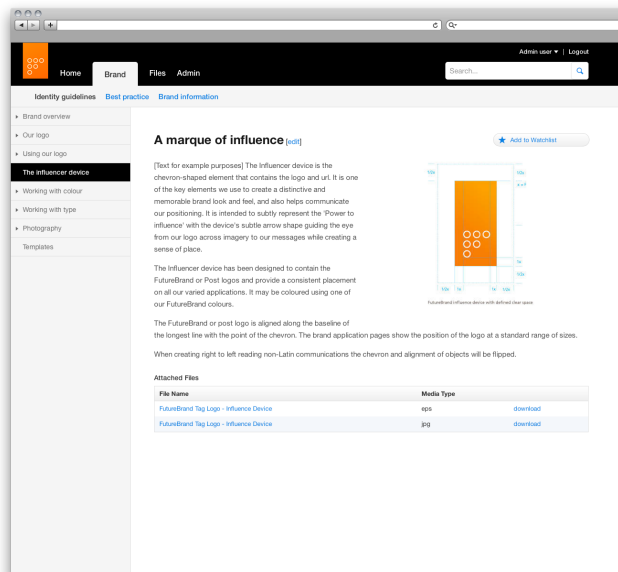
- Speeds the creative process
- Enables fast, easy repurposing
- Delivers true brand consistency
- Scales with your needs

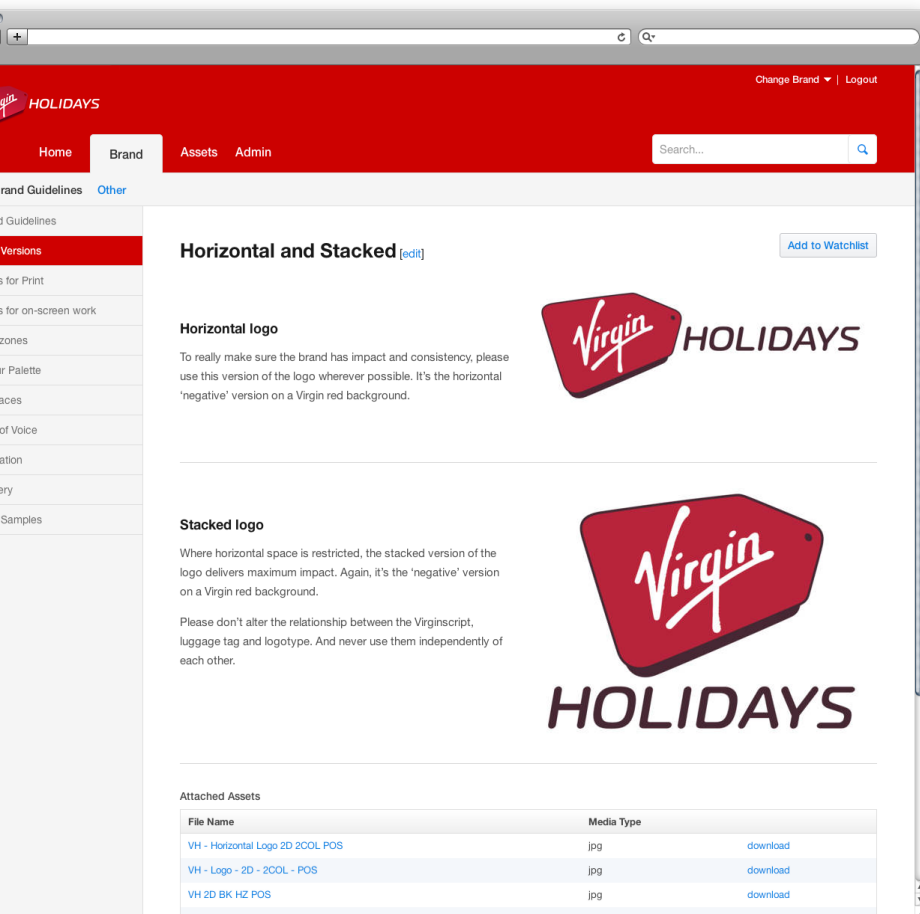
**And uniquely:**

- Supports multiple brand interfaces from a single solution
- Provides the flexibility to extend your solution in a bespoke fashion if required
- Is built on an award winning platform, VYRE Unify, providing total peace of mind

**“On brand is the perfect mix: born from technology but with high standards in user experience design”**

Simon Jenkinson,  
Digital Director, Futurebrand





## Grows with your needs

On Brand is a modular system. Invest in what you need now and add additional modules later as your business needs grow.

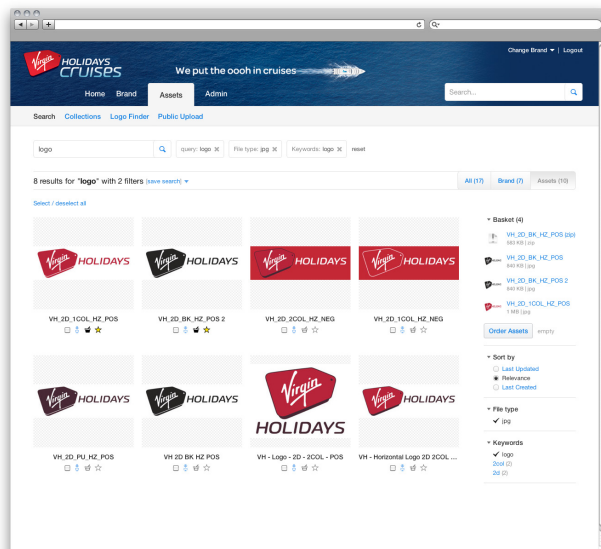
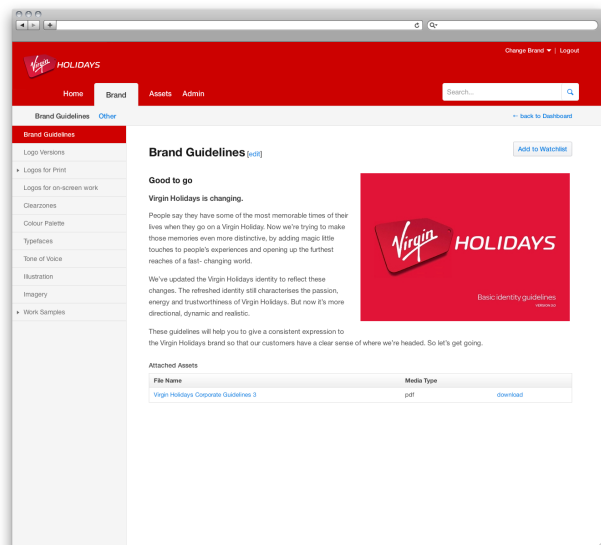
Uniquely, you also have the option to expand in a more bespoke way by calling on the power and expertise of the VYRE Unify platform and associated VYRE services. Whichever route you choose, what you'll get is a seamless and beautifully designed brand application.

All modules are accessed from a single dashboard and there are no limits on assets or users. All share the same clear, approachable user interface.

All have been built with a thorough understanding of the pressures and production bottlenecks that the brands of today face.

**“On Brand helps us solve the complexities of multi-brand management in an elegant and engaging fashion”**

Andrew Sproule,  
Head of Creative Services, Virgin Holidays Ltd



# **B** On Brand



**There are six out of the box On Brand modules available:**

### **Assets**

Fully featured and enterprise search based, the Assets module provides easy to use yet sophisticated management for your brand assets.

### **Guidelines**

Centralise, share and edit your marketing collateral and brand guidelines from a single, easy to use solution. The Guidelines module showcases examples, brand overviews, typography, logo usage and much more, quickly and beautifully.

### **Creative Workflow**

Create and monitor creative workflows from a single dashboard. Ideal for creative and brand teams, the Workflow module provides a secure, creative working environment optimised for efficiency.

### **Reporting**

The Reporting module measures asset usage, project efficacy, user interaction and many other factors. Crucially it analyses data from all modules simultaneously, allowing a deep picture to be drawn of execution, team and asset effectiveness.

### **Print**

Both a powerful print manager and easy-to-use artwork tool, the Print module negates the need for additional layout software. It lets non-technical users create on brand print layouts with no risk of unapproved asset usage.

### **Campaign**

Build your brand. Co-ordinate agencies, partners and internal staff. Create and implement campaigns that reach across all markets and channels. The Campaign module provides metrics that offer real insight into campaign and project success.

## Created by VYRE

VYRE marketing automation solutions protect hundreds of Global Brands. By helping clients solve everyday process frustrations, VYRE delivers brand consistency across multiple regions and channels with reduced costs and improved time to market.

VYRE's web-based modular applications 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.

### **Our 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.

### **Our solutions include**

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

### 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](mailto:sales@vyre.com)**

Visit us online at: **[www.onbrand.vyre.com](http://www.onbrand.vyre.com)**