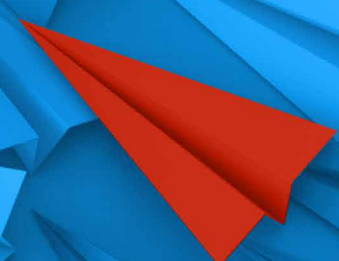




STAND OUT FROM THE CROWD

How True Brand Champions
Use Font & Digital Asset Management
To Be Outstanding



Being clearly better or noticeably different is critical to standing out in a competitive marketplace.

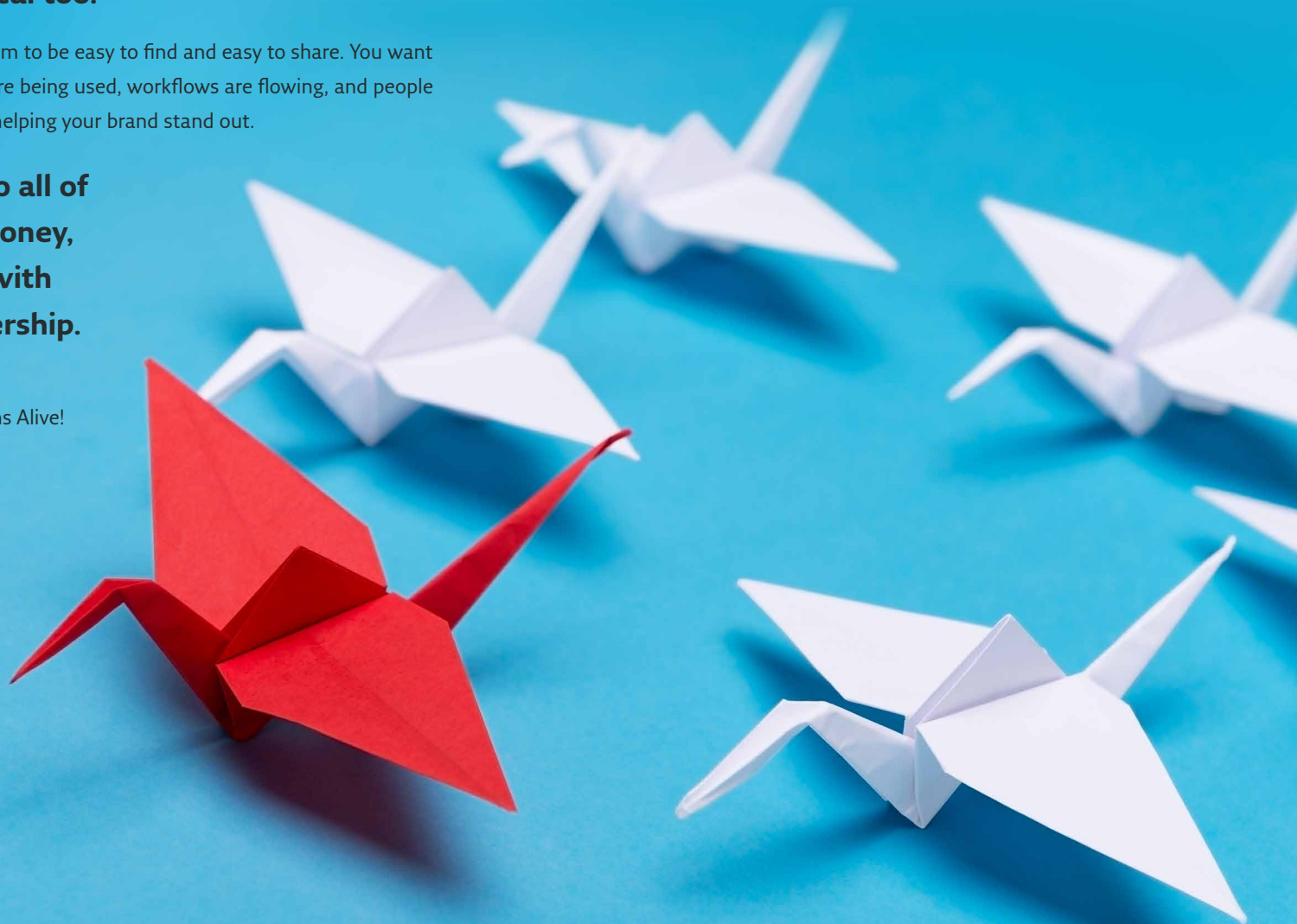
Brand champions understand this better than anyone. They lead the charge to ensure that their companies have consistent, positive experiences with customers at every touchpoint.

Having the right tools is critical too.

When it comes to brand assets, you want them to be easy to find and easy to share. You want certainty and assurance that the right ones are being used, workflows are flowing, and people can focus on the work that matters most to helping your brand stand out.

The best brand champions do all of this while saving time and money, making them a “stand out” with their clients and senior leadership.

Learn how Baylor University, mcgarrybowen, American Cruise Lines, SANDOW, and Gardens Alive! stand out from the crowd.





"Before figuring out our current system for social media management, we stopped short of using carrier pigeons to get images into the hands of the people who needed them. By simply connecting our cameras with Extensis' digital asset management system, what used to take hours now takes seconds, and our engagement numbers on social media have skyrocketed."

Robbie Rogers
Director of Photography & Video
Baylor University

Brand Champion: Baylor University

One of the hottest topics at universities and colleges across the globe is how to get their messages out and leverage the power of social media to get people actively engaged in campus life. A conversation that not only permeates higher education, but marketing departments across the globe.

Instrumental to social media is engaging at the right moment and with high-quality imagery (posts that include photos have 94% more engagement than those that do not). For example, with sporting events, the day after is a lost opportunity. People want in on the action as it's happening— whether they are at the game, watching on TV, or trying to stay abreast of the latest online.

Outstanding Social Media Strategy

Understanding the difference high-quality imagery plays in social engagement, Robbie Rogers and Matthew Minard of Baylor's Photography Department went in search of a solution that could get shots off their professional cameras and into the hands of their social media team within seconds.

Enter Extensis Portfolio. Using a wireless file transmitter, staff photographers are able to instantly upload hundreds of high-quality photos with a click of a button from their cameras to Portfolio's online portal. The social media team can immediately access the images from this portal and post them to their social channels as the action unfolds.

The Brand Win:

Being able to engage with people in real-time immediately doubled Baylor University's followers across all social media channels, and has since tripled. Baylor has one of the most followed and most engaged university Instagram accounts in the country.

85K
INSTAGRAM
FOLLOWERS
12%
ENGAGEMENT





Brand Champion: mcgarrybowen

mcgarrybowen specializes in problem solving. They work with some of the most prestigious brands across the globe to find their “unfair advantage” and communicate it through smart strategy and compelling creative. This tenacity for problem solving permeates the company. Down to how they manage a key brand instrument in the creative world: fonts.

Accruing a massive font collection is typical at a design agency.

They play a critical role in the voice of a brand. And when you serve a large portfolio of elite brands, font collections can add up fast. Which if unmanaged can result in all kinds of problems, including unknown licensing status, uncertain licensing procedures, over-spending, and compliance risks, to name a few.

Outstanding Problem Solving

Being the problem solvers that they are, mcgarrybowen was on a mission to reign in its font collection and procedures, using Extensis Universal Type Server as its strategic solution.

Casey Hargreaves sits at the center of mcgarrybowen's workflow production. Using Universal Type Server and Universal Type Client, she's taken the guesswork out of font usage rights. The creative team has this information at their fingertips, so they know exactly what font they can use where and when.

Hargreaves also actively uses the reporting features in Universal Type Server to inform font purchasing decisions. With visibility into what fonts are being used by whom, she knows exactly what font licenses they need to buy. No more over-purchasing.

“Universal Type Server adds a layer of transparency to help people understand how and where and when they can use a font in a campaign. That, in turn, protects our clients.”

Casey Hargreaves
Workflow Producer
mcgarrybowen



The Brand Win:

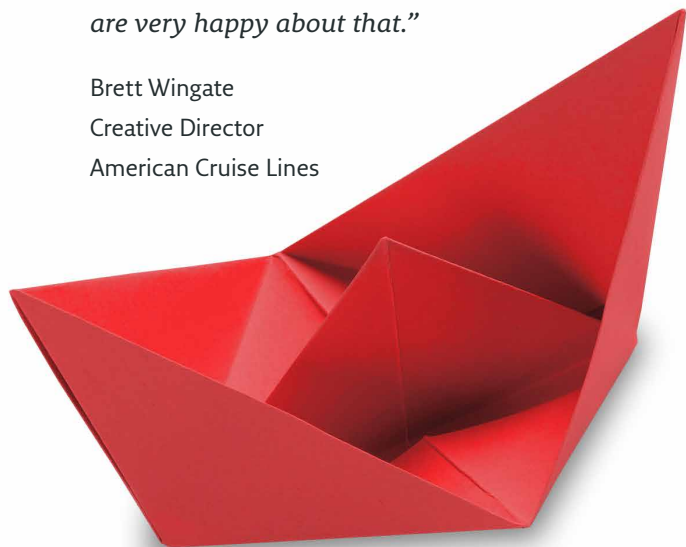
**\$1,000's
SAVED**

mcgarrybowen's creative team stays focused on campaign production, the agency mitigates compliance risk, thousands of dollars are saved, and clients are happy.



“Extensis has helped make the creative department more efficient by streamlining the image request and search process. This has freed up a substantial amount of time that can be better spent on actual design work, and we are very happy about that.”

Brett Wingate
Creative Director
American Cruise Lines



Brand Champion: American Cruise Lines

American Cruise Lines provides its guests with extraordinary river cruising experiences that explore the historic waterways of the United States. The key to getting “all aboard” is through visual storytelling. Which translates into hundreds of thousands of images used to convey the uniqueness of American Cruise Lines’ voyages via its website, travel guides, agent websites, media placements, and advertising.

Similar to many organizations, American Cruise Lines’ creative team of 10 served as the hub for all image and visual requests. This posed many challenges for the organization: on a daily basis, the creative team was inundated with image requests received from marketing, corporate, PR, and travel agents. In addition, designers frequently found themselves sifting through out-of-date and duplicate assets trying to find exactly what was needed to fulfill a department’s need.

These recurring one-off requests were depleting the creative team’s strategic design time and slowing down workflows across the organization.

Outstanding Workflow Management

Not willing to stay on board with inefficient workflows, American Cruise Lines turned to Extensis Portfolio to create a culture of self-service.

By centralizing approved assets and opening them up to the broader organization, the creative team is no longer inundated with image requests from external stakeholders. Out-of-date and unapproved images have also been eliminated, enabling American Cruise Lines to maintain the integrity of its brand and stand out with travelers by presenting their most captivating visuals.

The Brand Win:

All departments are able to find images quickly, accelerating workflows across the organization and reducing creative team requests by 65%.

65%
REDUCED
REQUESTS





"Having control over font usage across workgroups is easier to manage. I'm able set up font leads, and give people different rights without having to give them full rights. That's definitely an improvement."

Michael Shavaliar
Vice President of Creative Operations
SANDOW

Brand Champion: SANDOW

Beauty, fashion, design, and luxury sit at the center of SANDOW. Part media company, part design firm, and part purveyor of luxury goods, SANDOW doesn't easily lend itself to a simple tagline. However, one thing is crystal clear: their mission is to build smart businesses, driven by innovation and design.

Building smart brands requires making smart font decisions. With a rapidly growing client base, so came tens of thousands of fonts, including duplicates, scattered across SANDOW's server. This increased spending and the risk of font lawsuits, in addition to causing frustration among designers and brand leads who were spending too much time sifting through fonts to find the one they need. SANDOW also faced increased liability since fonts were scattered and visibility into font usage was limited.

Outstanding Efficiency

SANDOW turned its mission inward, aiming to make its business smarter with a strategic font management strategy. Brand champion Michael Shavaliar, Vice President of Creative Operations, took the reins on the endeavor, deploying Extensis Universal Type Server to eliminate duplicates and par down fonts from tens of thousands to a manageable four thousand.

With a robust font management system in place, SANDOW now continues to scale while reducing employee frustration, cost, and the risk of a lawsuit due to font misuse. They now also maintain and organize fonts in a manageable system based on workgroups. Designers manage specific fonts based on the project. By assigning user permissions and running reports on font usage, SANDOW assesses whether or not it has sufficient font licenses on an ongoing basis.

The Brand Win:

**10,000
FEWER FONTS**

By using Universal Type Server, SANDOW has 10,000 fewer fonts, has reduced font spending by 30%, and reduced IT requests by 60%. That's how champions do it!





"We refer to Portfolio as 'Houdini' at Gardens Alive! because it works like magic."

Mandy Groszko
Digital Asset Librarian
Gardens Alive!

Brand Champion: Gardens Alive!

Gardens Alive!, Inc. is a privately owned multi-title catalog and online retailer specializing in home gardening solutions. Founded in 1984, the company has grown through acquisition, and today is the parent company to 15 sub-brands.

With each acquisition has come thousands of images, and each season more images are added. Having a system to effectively manage these images is critical not only for general efficiency, but also for brand consistency, maximizing image use across sub-brands, and staying on schedule with go-to-market timelines.

Gardens Alive! has been a long-time believer in the power of digital asset management. Prior to working with Extensis, the team used an alternative DAM solution which acted solely as an image repository and was not user-friendly. As a result, employees didn't use it, turning instead to the photo department to either locate, recreate, or purchase images.

Outstanding Utilization of Images

Knowing an effective DAM could make a significant difference for its brands, the Gardens Alive! team conducted a competitive search to find a user-friendly system that would increase the visibility and cross-brand usage of its image collection.

The team partnered up with Extensis, using Portfolio to centralize all of its digital assets and create separate catalogs for each sub-brand. Mandy Groszko, Digital Asset Librarian at Gardens Alive!, took the reins on organizing the collection and ensuring all assets were discoverable by utilizing Portfolio's powerful metadata capabilities.

The Brand Win:

Since deploying Portfolio, Gardens Alive! has seen a 90% increase in cross-brand image usage.

Sub-brands are leveraging the full image collection, thereby reducing production costs and providing a broader range of branded images in catalogs, websites, marketing materials, and social media. With their full image collection at maximum use, efficiency is buzzing and the Gardens Alive! brands are blossoming!

90%
IMAGE USAGE
INCREASE





Want to become a Brand Champion?

To learn more about how Extensis solutions
can help you stand out from the crowd,
please visit www.extensis.com

