

Take control of your marketing with In Touch Brand Hub

Transform your marketing processes with Brand Hub – giving you complete flexibility to distribute your brand assets where and when they're needed

Part of our In Touch proprietary technology suite, Brand Hub is a supercharged asset platform that simplifies the production of global marketing collateral. The technology platform frees your marketing teams to:

1 Get new products and services to market faster

Order assets from any device, anywhere, whenever you need them. It takes the process friction out of launching new collateral across a network of partners and distributors, while keeping you firmly in control.

2 Get started fast

Brand Hub is deployed in just six weeks. The subscription-based technology is proven and low risk, with training included.

3 Stay in the know

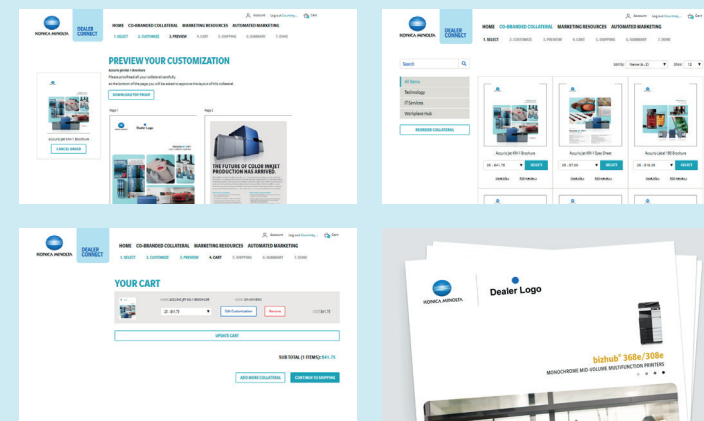
Out-of-the-box reporting means that central marketing teams know exactly who has engaged with collateral – and who might need a nudge.

4 Support sustainability

Collateral ordering functionality allows one central, sustainable and cost-efficient production contract to be in place.

5 Empower your partners to sell

Partners can speedily tailor your marketing collateral to their needs – without any risk of compromising your brand.



Brand Hub is already creating value



Heineken

Brand Hub is helping Heineken harmonise their marketing, across a wide range of audiences and territories around the world.



Konica Minolta

Brand Hub has brought a global technology innovation business together, ensuring brand assets are consistent and available to all.



Coca-Cola

Enabling B2B sales with an asset management and collateral ordering solution that puts the in-the-field reps in control.

Ready to take control?

Want to get started with Brand Hub today?
Book a bespoke demo: hello@indicia.konicaminolta.com

Helping Heineken harmonise their marketing

Our Brand Hub technology created 'Print Connect' for Heineken, enabling greater visibility of the brand's great print work across Europe

“With Print Connect, we can share work and inspire our people across markets, helping to drive the sustainability agenda”

Richard Saunders, **Heineken**

The challenge

As a global organisation, working with a wide range of collateral in different markets, Heineken needed an easier, more efficient way to share and deliver local market innovation and best practice. After all, co-ordinating templates, print products and assets – all while maintaining the integrity of the brand – is no easy feat at scale.

Our approach

Part of our In Touch proprietary technology suite, our 'Print Connect' product for Heineken provided the perfect solution.

Essentially a platform that ensures brands are accurately represented across markets and languages, it makes it simple for Heineken's marketing and procurement teams to share and learn. As well as supporting continuous, engaging and personalised customer experiences, throughout the marketing journey.

All available from their desktops or on-the-go, Print Connect empowers local teams to reference work whenever they need to.



+ Deployed in **19** countries

+ Used by **300+** users

+ Harmonised suite of **35** items made available

Results

As well as giving Heineken the flexibility to share best-in-class work, 'Print Connect' is also delivering:

- + **Savings** – with the ability to control collateral costs through central procurement
- + **Sustainability** – with central procurement relationships and harmonisation helping to support their sustainability commitments
- + **Success** – making it obvious which pieces of marketing are delivering results, through the sharing of local success stories.

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