



## Take control of brand experience in your stores

myBrand continues where other retail IT solutions, like MRM and DAM, stop. Our brand center enables marketers to take full control of delivering and maintaining the intended brand experience to all stores and, at the same time, lower operational costs and reduce cycle times. myBrand is closing the gap between digital and physical worlds.



### Online to offline transformation

Marketers have more options to reach consumers than ever before. New technology and digital trends allow us to develop more personalized experiences, products and services. However, they will not be effective if you do not fully control the roll-out to your brick and mortar environment.

[www.mybrand.center](http://www.mybrand.center)

### With what?

- 1 How do you control a consistent brand experience considering each store's unique characteristics?
- 2 How do you control operational efficiency, considering all required external expertises to get these materials in store?
- 3 How do you control the return on your touchpoints in place, tracking what is and is not working?



#### Get your campaign in your stores flawlessly

Various disciplines are required to get a campaign from the digital world to the physical one. Stay in control of data and processes by using defined workflows but still being flexible.



#### Organize your activities and get the work done

Cross-channel collaboration can be quite complicated. Seeing a clear outline of your activities will help you to keep control and stay focused.



#### Collect store data, build accurate store profiles

Managing store profiles is a time-consuming and expensive exercise. myBrand helps you to build, maintain and share accurate store profiles in just a fraction of time and costs.



#### Manage and share cross-channel store information

High-quality store profiles will not only save you time and money but will significantly contribute to a more consistent brand experience in all your stores.

### Key features

- ✓ Manage and share cross-channel store information
- ✓ Collect relevant store information
- ✓ Manage and control campaign rollouts
- ✓ Control compliance
- ✓ Plan and manage content for customer touchpoints

UP AND RUNNING IN 15 MINUTES

### Pay per use

myBrand is a cloud-based brand center and uses a pay-per-use pricing model. No need to buy expensive licenses. Just pay for the actual use of the system.

No startup fees.



### Grow your revenues

UP TO  
**15%** Realize considerable top-line growth through consistent branding and messaging across all touchpoints.

### Lower operational cost

UP TO  
**27%** Achieve substantial savings by getting maximum efficiency from all resources involved.

### Reduce release times

UP TO  
**70%** Drastically shorten the time- to-market by streamlining processes guided by automated workflows.



## About us

myBrand is world's first brand center developed specifically for managing physical brand expressions.

myBrand was founded in 2018 and includes a team of innovative IT- and brand identity professionals who share a passion for helping organizations to manage their brand experience in the real world.

The brand center was developed from a fresh perspective on managing brand experiences and is based on more than 20 years of experience in brand identity management.

myBrand is located in The Netherlands.

## Get in touch with us



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