BRAND GUARDIAN

Case Studies

Year 1 - offset costs, Year 2 – earning 2x-4x ROI
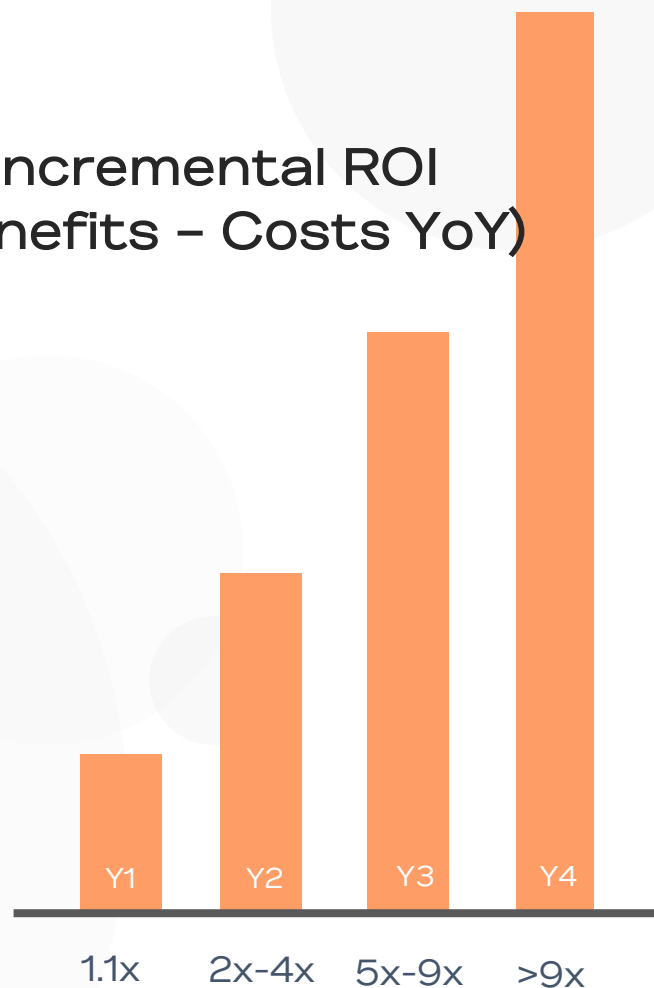
Benefits

 Cost saved on efficiency[1]

 Revenue retained due to avoided risk
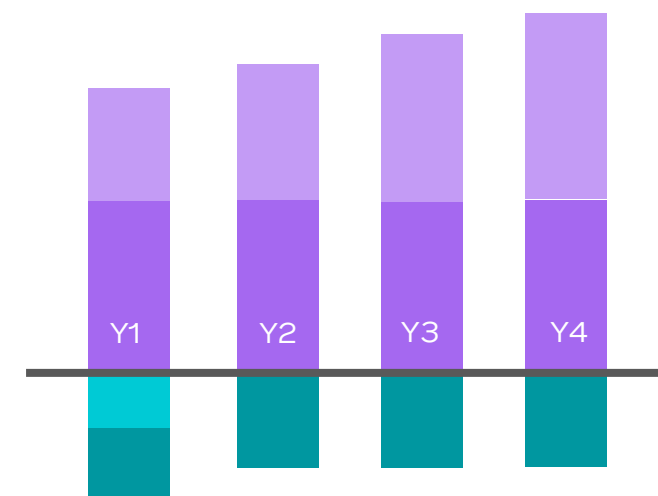
Costs

 Implementation

 Subscription

Incremental ROI (Benefits – Costs YoY)

Y1	Y2	Y3	Y4
1.1x	2x-4x	5x-9x	>9x

Benefits / Costs Balance

Y1 Y2 Y3 Y4

[1] Product is SaaS based so assuming YoY increase in usability, efficiency gains and available rules for client leverage

WUNDERMAN THOMPSON

Brand Guardian

Depending on the use case we observe following benefits

Client A	Client B	Client C
Reduced review time per asset:		
74%	92%	90%
Reduced review cost per asset:		
50%	82%	46%

Up to **92%** reduced time

Up to **82%** reduced cost

WUNDERMAN THOMPSON

Brand Guardian
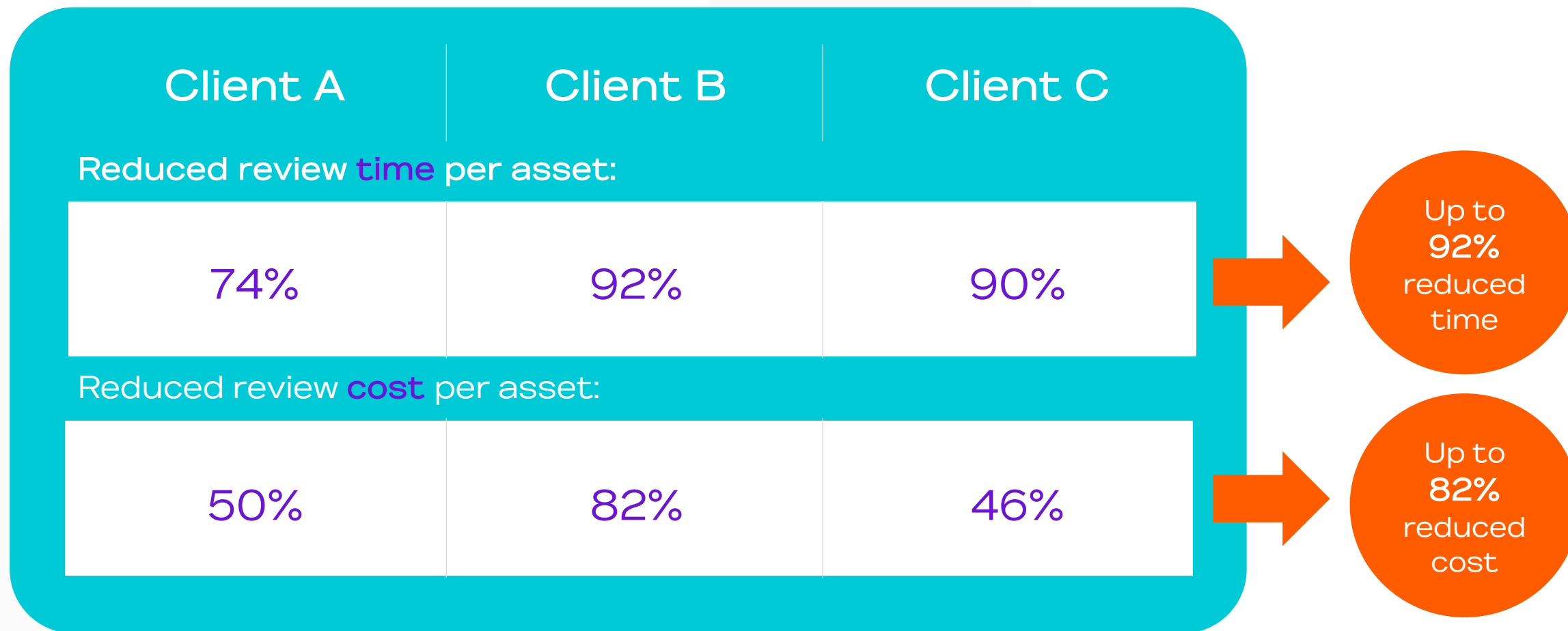
CLIENT A:
YEARLY SAVINGS OF A SWISS MULTINATIONAL STAFFING COMPANY

Topline Summary	Before BG automation	After BG automation	Saving
Total assets checked [yearly]	34,180	34,180	
Approx. time per asset	11.2 mins	2.8 mins	8.42 mins per asset
Approx. cost per asset	€ 8.08	€ 4.02	€ 4.06 per asset
Total time [yearly]	6,393 hours	1,598 hours	4,795 hours
Total Costs	€ 276,105.00	€ 137,386.00	€ 138,718.00

CLIENT B:
YEARLY SAVINGS OF A MAJOR BRITISH TOBACCO PRODUCER

Topline Summary	Before BG automation	After BG automation	Saving
Total assets checked [yearly]	1134	1134	
Approx. time per asset	90 mins	7 mins	83 mins per asset
Approx. cost per asset	€ 45.00	€ 8.00	€ 37.00 per asset
Total time [yearly]	1701 hours	132.3 hours	1568.7 hours
Penalties [yearly]	€400,000	€ 0	€400,000
Total Costs	€ 451,030.00	€ 9,072.00	€ 441,958.00

CLIENT C:
YEARLY SAVINGS OF A MAJOR AMERICAN TECHNOLOGY COMPANY

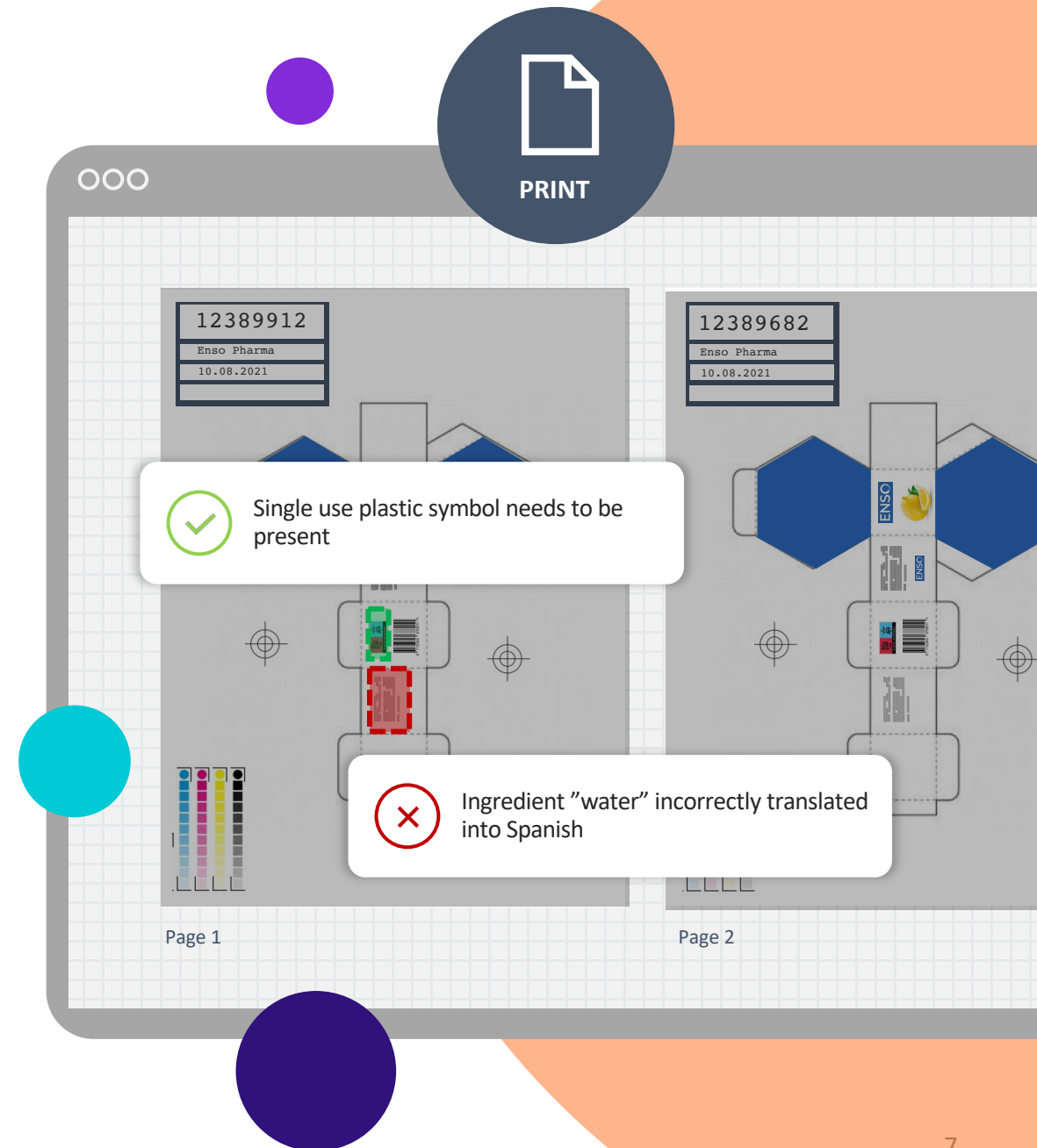| Topline Summary	Before BG automation	After BG automation	Saving
Total assets checked [yearly]	18,000	18,000	
Approx. time per asset	20 mins	2 mins	18 mins per asset
Approx. cost per asset	€ 12.00	€ 6.5	€ 5.5 per asset
Total time [yearly]	360,000 hours	36,000 hours	324,000 hours
Total Costs	€ 216,000.00	€ 117,00.00	€99,000.00

Use Case

Print QC Automation

Use Brand Guardian as a solution to **avoid costly errors** in production teams. It can process complicated documents and spot things, which human eyes can often omit.

It **improves productivity,** but also reduces risk of publishing materials with mistakes.

FACTS & RULES CAPABILITIES

- Measurements & layout

- Branding – logo, colors, fonts

- Legal regulations – text & symbols

- EAN, barcode detection

- Reference matching with briefs, product catalogues

PRINT

12389912
Enso Pharma
10.08.2021

12389682
Enso Pharma
10.08.2021

Single use plastic symbol needs to be present

Ingredient "water" incorrectly translated into Spanish

Page 1

Page 2

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Brand Guardian

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Case Study **Blackmores**

OPPORTUNITY

Automate the approval process of packaging briefs to reduce the number of human errors, potential fines and cost of product withdrawal.
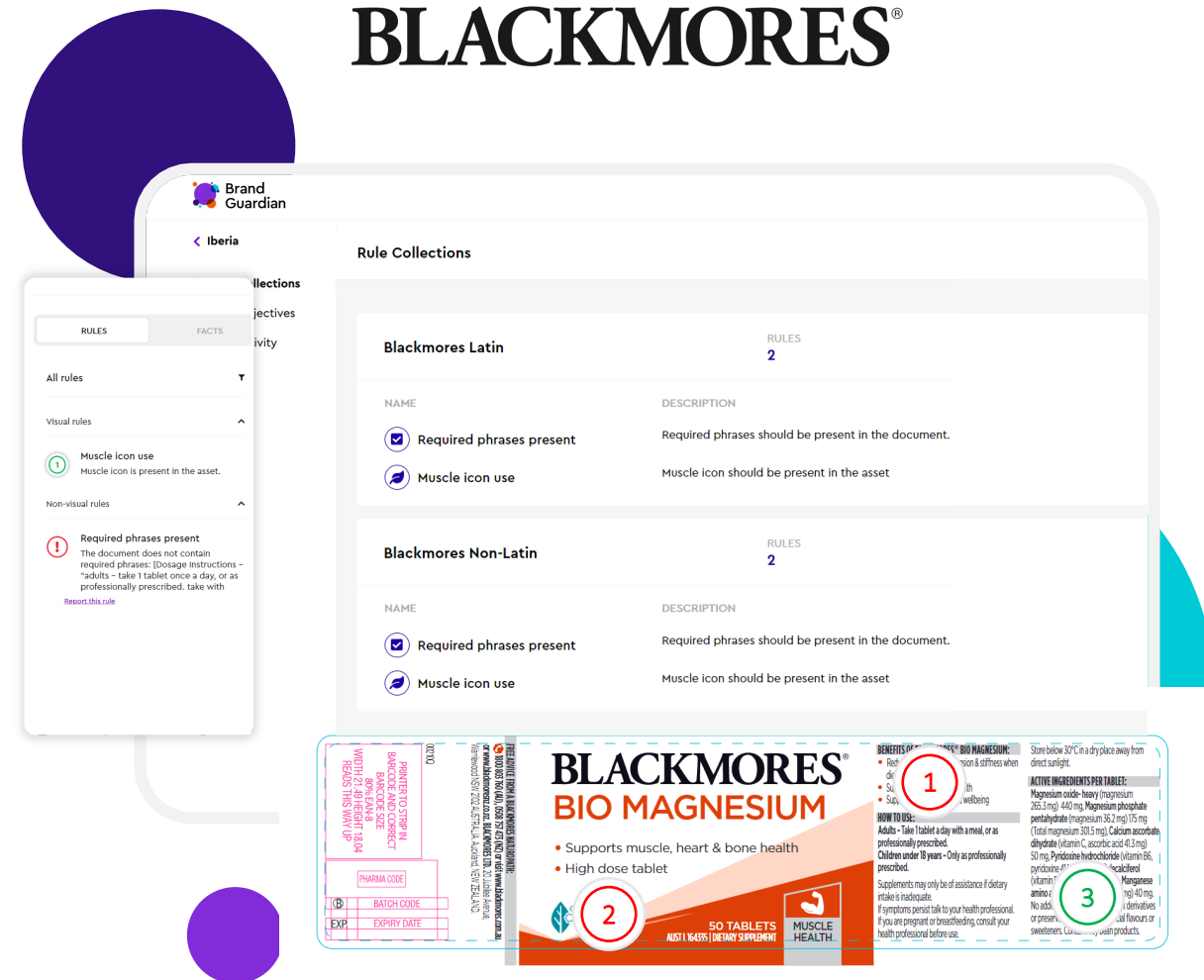
SOLUTION

Custom rules were developed using Brand Guardian teams computer vision and AI expertise to spot mistakes in the PDF files.

70 FIELDS (TEXT & ICON) TO COMPARE AND VALIDATE BETWEEN THE BRIEF AND CREATIVE

IMPROVED THE EFFICIENCY OF THE PACKAGE CREATION

Case Study

Blackmores: Sitecore Content Hub + Brand Guardian

SCH: STREAMLINED MARKETING HUB

Sitecore Content Hub has been already successfuly deployed and is used as a central repository of assets. It's also used to manage the delivery of package artworks leveraging SCH's advanced workflow features.

BG: THE PROCESS AUTOMATION

Brand Guardian has been plugged into the existing infrastructure to test the consistency of asset and the brief (LIF document).
The automation is triggered on the asset ingestion.

Taking care of compliance to reduce risk

- Brand Guardian was configured to meet the individual requirements for multiple markets, verifying locally produced assets against a pre-determined set of rules relating to both the Health Warnings (HW) and Artwork (AW) assets to ensure packaging is compliant.

- Checks include the copy, placement and style of market-specific warning text.

- Not only has this improved efficiency, it has also reduced the risk of government fines, or the removal of the packages from shelves – which can result in additional work, further fines and potential revenue reduction.

SIGNIFICANT REDUCTION IN PRODUCT RECALLS & FINES

DECREASED QC WORKLOAD FROM 90 MINS TO 7 MINS

BAT saves €1.2 million on product recalls with BG

Case Study   BAT

OPPORTUNITY

Each market has different requirements regarding regulatory labelling, warnings and artwork. Automating the approval process of packaging briefs to reduce the number of human errors and potential fines across various markets is a big step in terms of accuracy and averting risk of errors.

SOLUTION

To cover the markets, 30 custom rules were developed which were applied through computer vision and AI to spot mistakes in the PDF files before they go to print and take the form of cigarette boxes.

8 COMPLIANCE VIOLATIONS SPOTTED IN FILES APPROVED FOR PRINT

IMPROVED THE EFFICIENCY OF THE PACKAGE CREATION

+ WUNDERMAN THOMPSON   Brand Guardian
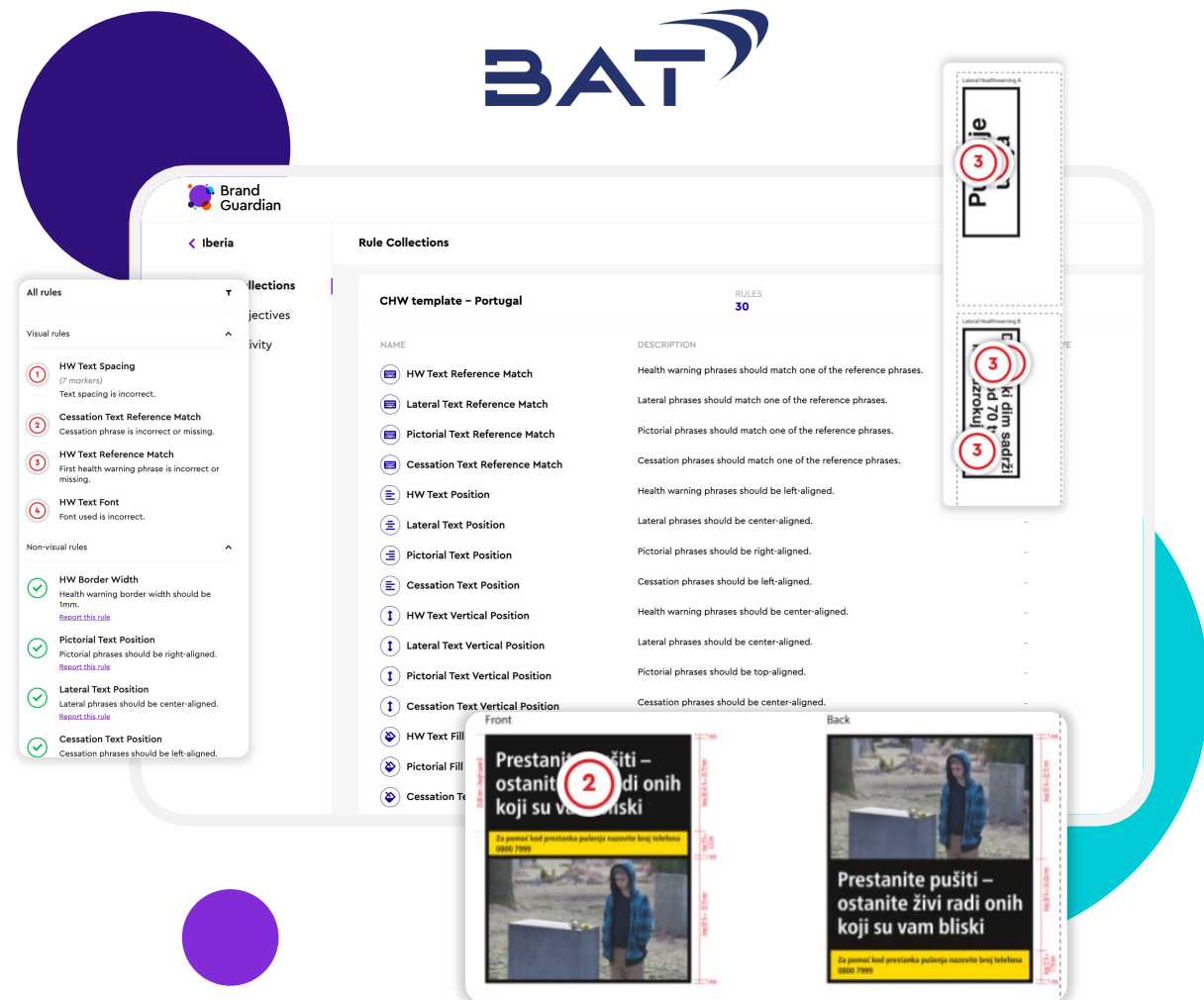
Use Case

Brand/Legal Approval

Use Brand Guardian as an automated member of your brand team. It can **reduce your brand approval workload** by automatically rejecting assets non-compliant with brand guidelines.

It also **improves the overall velocity** of the process as the feedback is provided within minutes every hour and day.

FACTS & RULES CAPABILITIES

- Branding – logo, fonts, colours, placements

- Copy voice & tone

- Accessibility – color contrast

- Portrayals – gender, age appearance, smiling

- Legal regulations

VIDEO

PDF

Logo should placement should be bottom right of the layout.

ENSO

Find relief in a hot remedy.

Lasts up to **12** hours!*

* *Individual response varies. Please read full product information prior to administration. For further information or if symptoms persist, please consult your doctor.*

Claims need to be linked with substantiation footnote

STATIC

WUNDERMAN THOMPSON

Brand Guardian

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Case Study

bp

OPPORTUNITY

To increase the capacity of global brand team by automating the brand policies.

SOLUTION

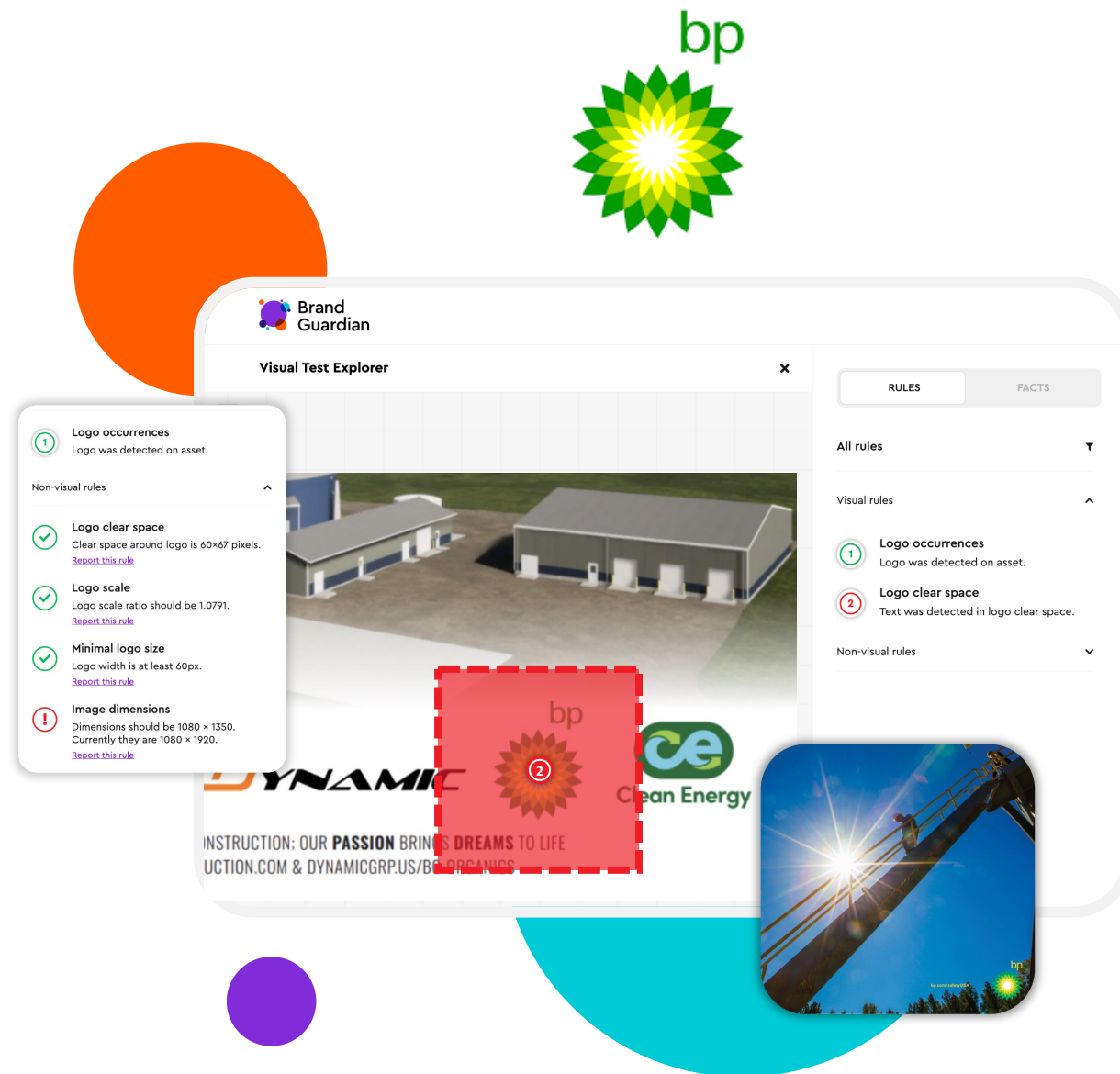The process of verifying brand policy was automated to scan static images, videos, PDF and automatically reject assets that do not meet brand hygiene guidelines leaving more time for brand team to focus on creative work.

DECREASED QC WORKLOAD FROM 1 HR TO 3-4 SECONDS

PROTECTED LOGO USE ACROSS VARIOUS CHANNELS

Brand Guardian

Visual Test Explorer ✕

① **Logo occurrences**
Logo was detected on asset.

Non-visual rules ⌃

✓ **Logo clear space**
Clear space around logo is 60×67 pixels.
Report this rule

✓ **Logo scale**
Logo scale ratio should be 1.0791.
Report this rule

✓ **Minimal logo size**
Logo width is at least 60px.
Report this rule

⚠ **Image dimensions**
Dimensions should be 1080 × 1350.
Currently they are 1080 × 1920.
Report this rule

| RULES | FACTS |

All rules ▼

Visual rules ⌃

① **Logo occurrences**
Logo was detected on asset.

② **Logo clear space**
Text was detected in logo clear space.

Non-visual rules ⌄

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Use Case

Digital QC Automation

Use Brand Guardian as a solution to **increase efficiency** in production teams. It can process complicated documents and videos, which human eyes can often omit.

It **improves productivity,** but also reduces risk of publishing materials containing errors.

FACTS & RULES CAPABILITIES

- Branding – logo, colors, fonts

- Spell checking

- Punctuation style

- Video support

- Channel standards i.e. 20% text-to-image

VIDEO

PDF

RELIEFER

paracetamolum 200mg

Nohting

helps

with the

pain?

Typo in word "Nohting". "Nothing"?

Animation speed too fast for people to read comfortably

INFORMATION AND INDICATION

people who have just had hip or knee replacement surgery

help prevent blood clots in certain people hospitali for an acute illness and after discharge, who a

STATIC

+WUNDERMAN THOMPSON

Brand Guardian

Case Study **Hogarth / Bayer**

OPPORTUNITY

To increase the capacity of the Marketing Content Managers and Account Managers team.
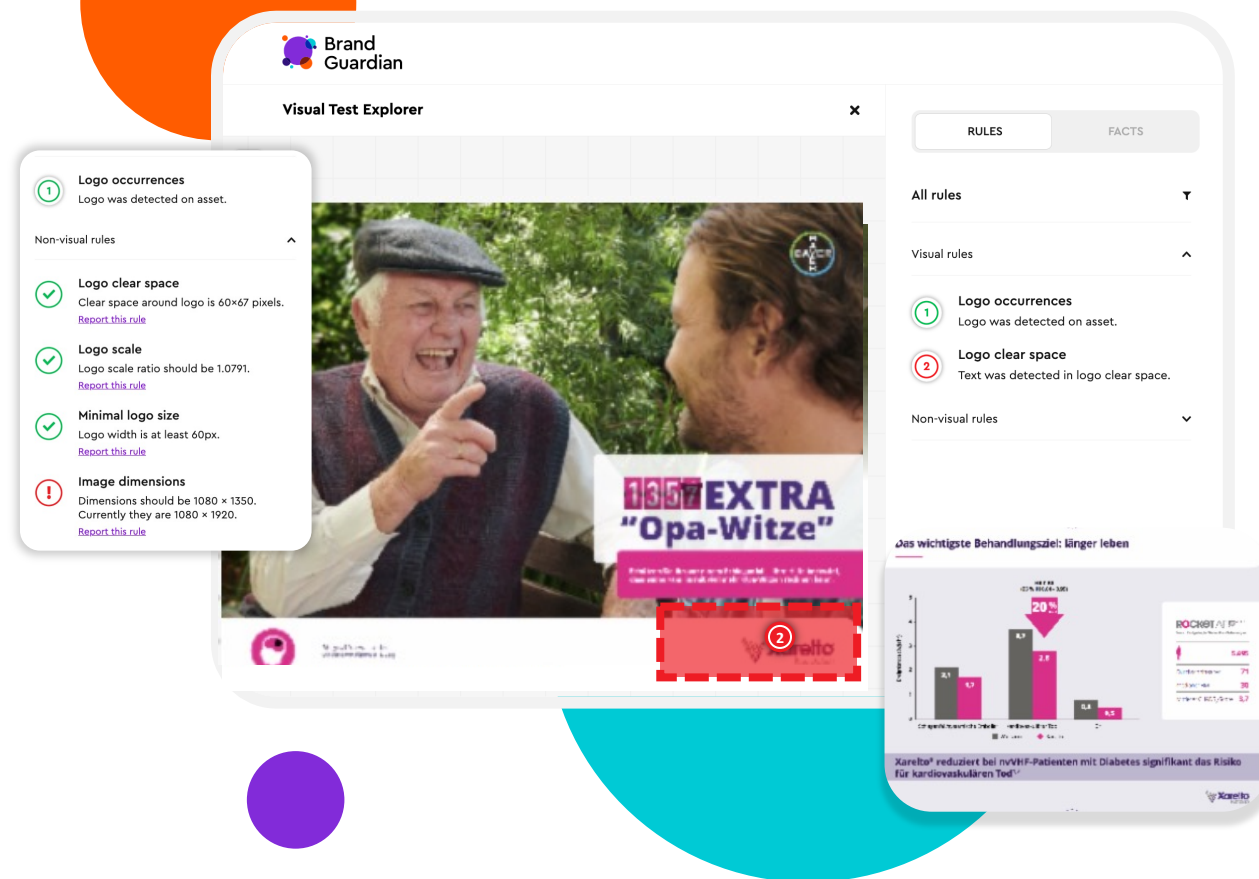
SOLUTION

Market specific guidelines were automated including punctuation, trademark use, competitor presence, branding.

The platform was deployed to agencies working on the content.

REDUCED QC PROCESS LENGTH ON AGENCY SIDE

ELIMINATED COMMON MISTAKES IN TRANSCREATION

Use Case **Cobranding Governance**

Use Brand Guardian as a solution to **make sure that partner brands are being used as in commitments.**

 Check competitors presence, sizings and all the rules that could breach contract clauses and **Market Development Funds** agreements.

FACTS & RULES CAPABILITIES

- Measurements & layout

- Branding – logo, colors, fonts

- Partner branding

- Competitor presence

- Brand mention in text, speech

PRINT ADS

Brand & partner brand present.

ENSO

GRAPEFRUIT FOAM

ONLY AT

Walgreens

ALL SKIN TYPES

Partner logo size relative to brand logo size.

DIGITAL ADS

WUNDERMAN THOMPSON

Brand Guardian

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Case Study   **Dell**

OPPORTUNITY

Automating the compliance check of the Intel MDF programme ad to increase its effectiveness and the success rate of MDF

SOLUTION

Brand Guardian was integrated with Dell's DAM to automatically check all the ads (PDFs or static images) for compliance. As a result, Dell could utilise the MDF funds and achieved a high ROI on top of that.

FROM HOURS TO MINUTES IN REVIEW TIME

500+ VARIOUS INTEL PROCESSOR LOGO DETECTED

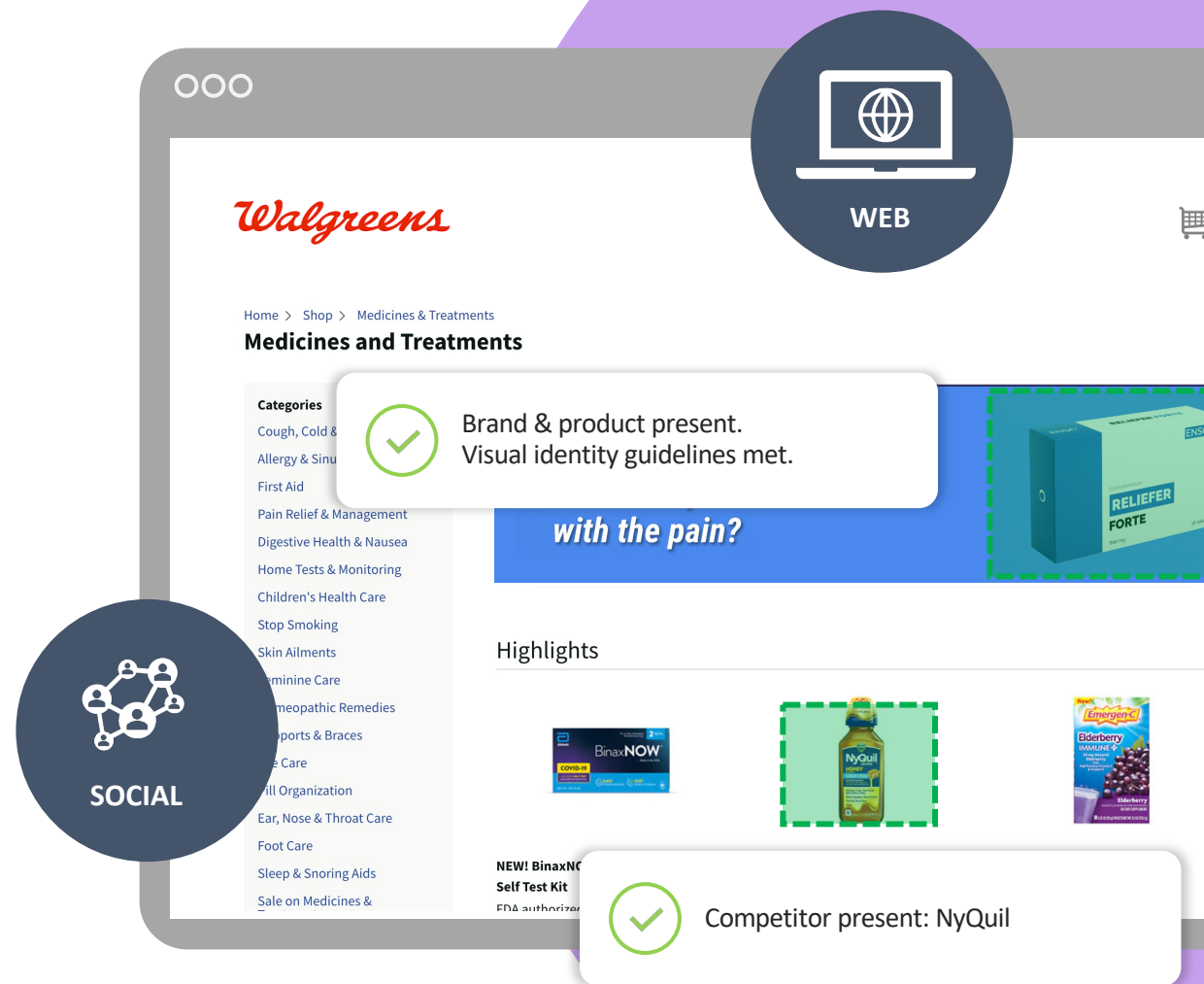+ WUNDERMAN THOMPSON   Brand Guardian
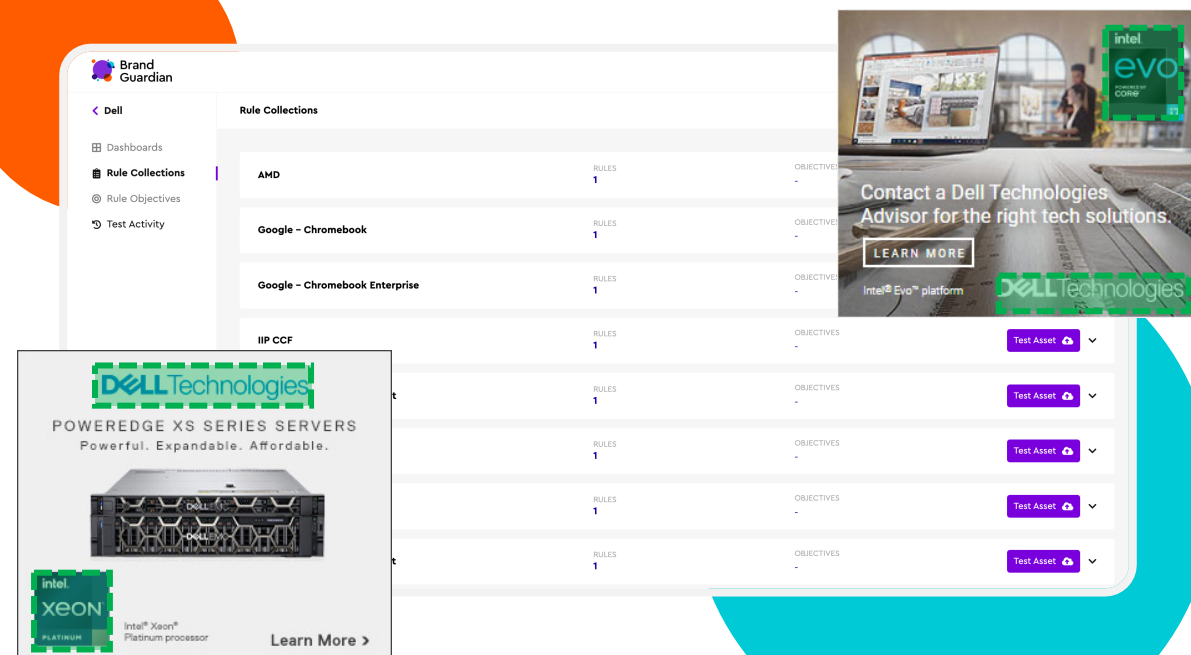
Use Case **Brand Monitoring**

Use Brand Guardian to monitor your brand presence in-flight. **Get data about partners** using your brand, showcasing your products or featuring competitors.

You can also **monitor your regional social channels** to see if they follow guidelines and get reports on relevant information.

FACTS CAPABILITIES

- Branding

- Product or campaign placement

- Competitor presence

- Product theme category detection

- Web & Social media scrapers

WEB

SOCIAL

Walgreens

Home > Shop > Medicines & Treatments
Medicines and Treatments

Categories
Cough, Cold &
Allergy & Sinu
First Aid
Pain Relief & Management
Digestive Health & Nausea
Home Tests & Monitoring
Children's Health Care
Stop Smoking
Skin Ailments
eminine Care
omeopathic Remedies
ports & Braces
e Care
ill Organization
Ear, Nose & Throat Care
Foot Care
Sleep & Snoring Aids
Sale on Medicines &

with the pain?

RELIEFER
FORTE

Brand & product present.
Visual identity guidelines met.

Highlights

BinaxNOW

NyQuil

Emergen-C
Elderberry
IMMUNE+

NEW! BinaxNC
Self Test Kit
FDA authorized

Competitor present: NyQuil

## Case Study — LEGO

OPPORTUNITY

Monitor presence of LEGO brand on banners published by retailers on websites.

SOLUTION

Combined with Wunderman Thompson Commerce e-commerce scraping technology, banners were visually analysed, and Lego received reports on brand and competitor presence on websites.

HIGH DATA ACCURACY DUE TO LOGO RECOGNITION

CHECKED BRAND PRESENCE AND COMPETITOR PRESENCE

WUNDERMAN THOMPSON

Brand Guardian

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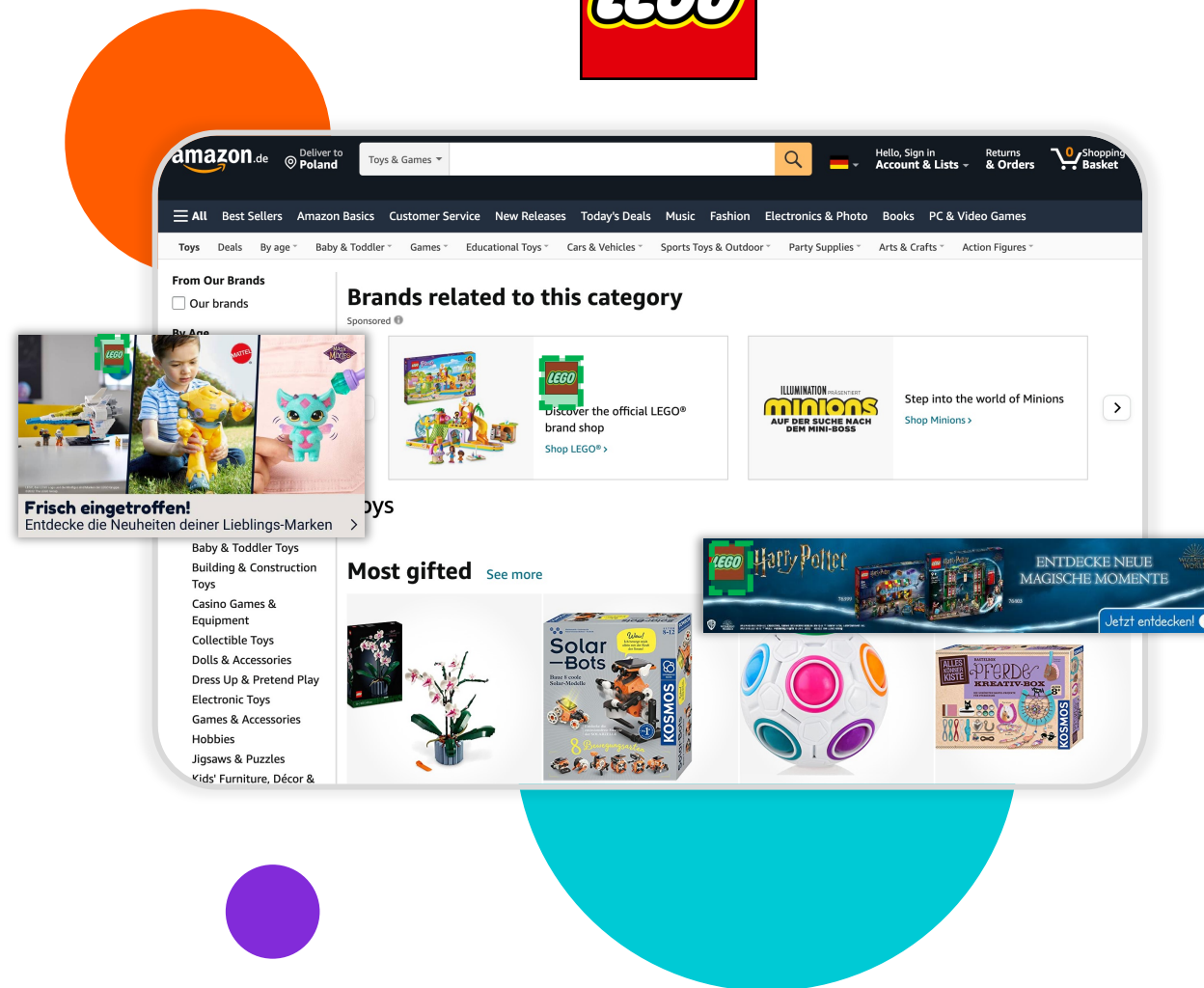
Saving time and resource through automation

THE OPPORTUNITY

MGA wanted to modernise their creative production process and needed to build in a governance solution that would standardise best practice.

Saving time and resource through automation

- MGA was committing unsustainable resource and time to guideline checks across an overwhelming volume of assets. They needed a new way to manage this volume while still ensuring high standards of brand governance.

- We integrated Brand Guardian with their DAM to validate assets the moment they were uploaded. Thanks to Brand Guardian, the new process delivered instant feedback on asset quality and suggested quick fixes for better content performance.

By automating manual processes, the MGA team saved, on average, 50 hours each week &

168,000 € of saving

Teams could then focus more on crafting the experience, rather than on repetitive manual checks

MGA ENTERTAINMENT™

+ WUNDERMAN THOMPSON
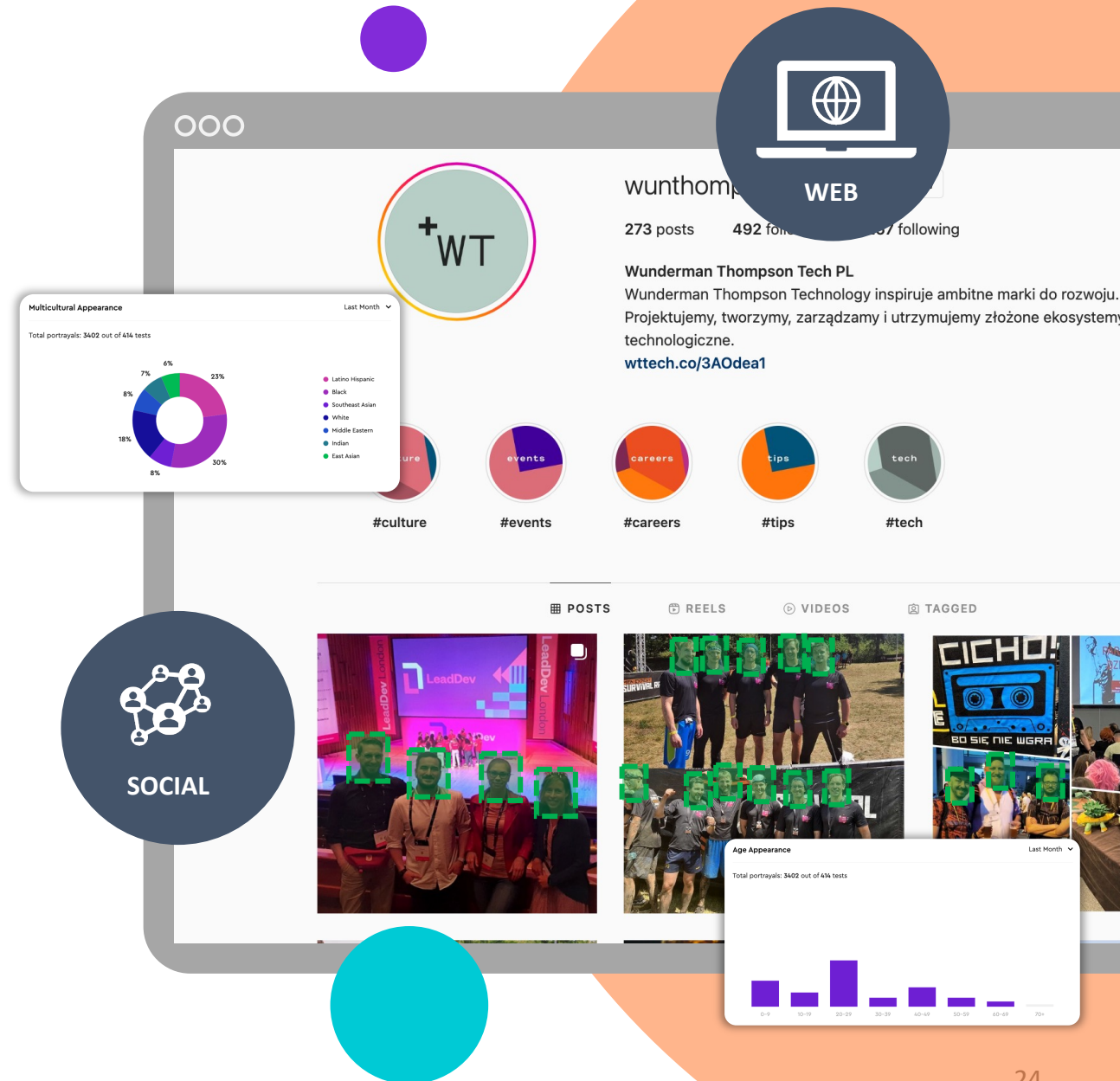
Brand Guardian

Use Case   **D&I Monitoring**

Use Brand Guardian as a solution to monitor **representation and diversity of talent portrayal** over your marketing activity.

Measure what is the current state and have good foundation for a conversation about your brand desired state.

FACTS CAPABILITIES

- Face recognition

- Gender appearance

- Multicultural appearance

- Visual disability appearance

WEB

SOCIAL

Multicultural Appearance — Last Month
Total portrayals: 3402 out of 414 tests

- Latino Hispanic
- Black
- Southeast Asian
- White
- Middle Eastern
- Indian
- East Asian

wunthomp...
273 posts   492 fo...   ...7 following

Wunderman Thompson Tech PL
Wunderman Thompson Technology inspiruje ambitne marki do rozwoju.
Projektujemy, tworzymy, zarządzamy i utrzymujemy złożone ekosystemy technologiczne.
wttech.co/3AOdea1

#culture   #events   #careers   #tips   #tech

⊞ POSTS   ⬚ REELS   ▷ VIDEOS   ⊡ TAGGED

Age Appearance — Last Month
Total portrayals: 3402 out of 414 tests

+ WUNDERMAN THOMPSON

Brand Guardian

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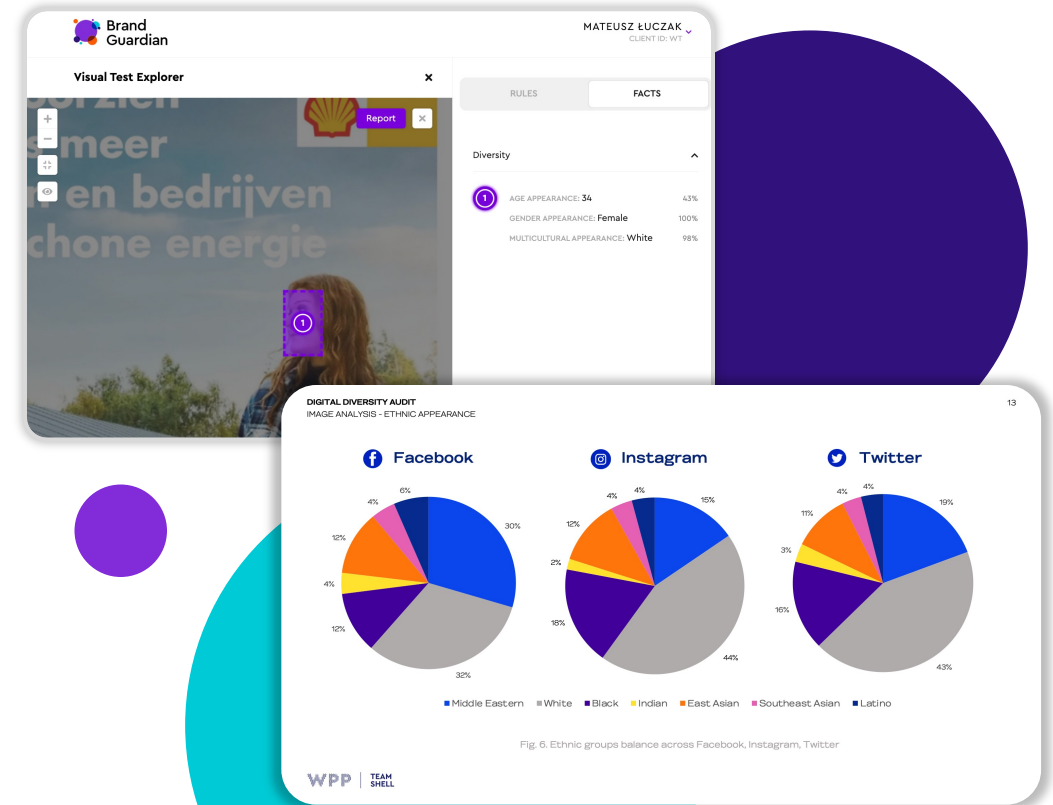## Case Study Shell

OPPORTUNITY

Report on the D&I representation of Shells social channels.

SOLUTION

Brand Guardian visual asset recognition technology was used to assess age, gender, multicultural appearance and provide detailed report on the state of D&I.

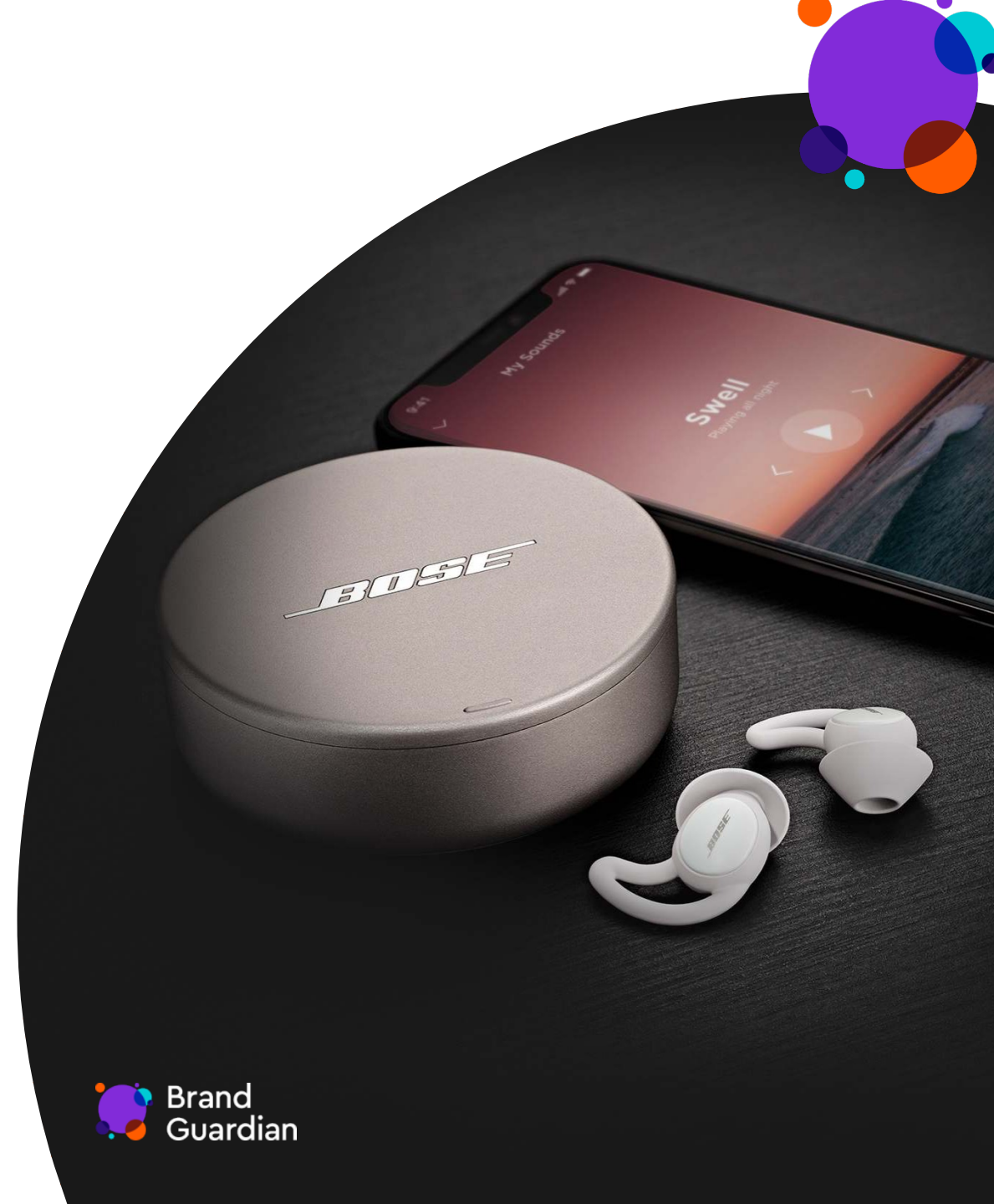**PROVIDED MEANINGFUL DATA REGARDING REPRESENTATION**

DATA GAVE DIRECTION TO THEIR CREATIVE WORK

THE OPPORTUNITY

Bose were finding that certain brand guidelines were consistently being overlooked leading to a lack of consistency across their display advertising.

Efficiently achieving brand consistency

- Brand Guardian offered a fast and efficient solution for ensuring guidelines were being adhered to.

- It was integrated into Bose's advertising agency creative process. It validated logo usage, calls to action, talent representation and tailored checks to drive consistency and compliance with brand guidelines.

The team saw a 40% improvement across the consistency of their advertising and improved speed to market

Work volume could be scaled up, improving business performance

BOSE ®

WUNDERMAN
THOMPSON
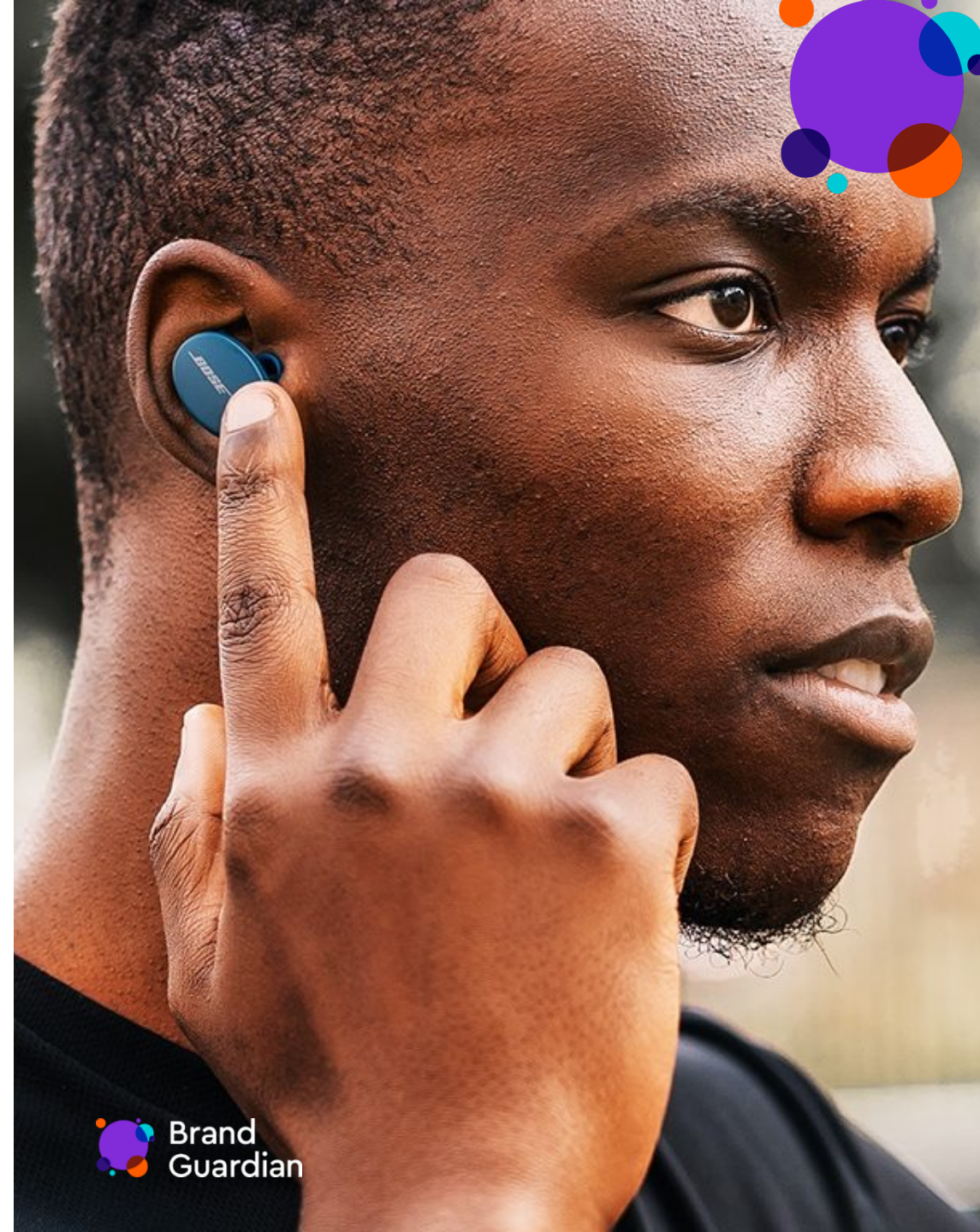
Brand
Guardian

Thank you

To learn more about Brand Guardian
or to book a demo, please reach out to:

Leon Suchocki
Growth Manager

Wunderman Thompson Technologies
leon.suchocki@wundermanthompson.com
Or
obg@wundermanthompson.com

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