Brand Guardian

Intelligent Content Quality Management

Increase asset quality and reduce asset review time by 92.2% & cost by 82.2%.

Experience an up to 4.5x ROI.

What is Brand Guardian?

For businesses to win in the experience economy, they must fuel dynamic experiences with inspiring creative content, for which they should build adequate capabilities.

WPP Open Brand Guardian *is **a quality gate** that spots **non-compliant/off-brand content prior to publishing**, while supporting the asset creation process at its early stages as well.*

It scales across all brands and partners globally, and gives marketing, creative, production, and quality control teams total content quality assurance over **print materials, video, graphics, leaflets, web banners, artwork & social media** at scale.

How Brand Guardian helps?

- **Avoid errors & risk:** Errors in print or video production are costly, so an additional pair of AI-powered eyes can make sure there won't be any unpleasant surprises after publishing, especially in regulated industries.

- **Produce better content:** By leveraging feedback from Brand Guardian you can increase brand consistency and accessibility which means objectively better content, every single time.

- **Optimise production process:** Enabling AI to supplement the work of Creative Directors, QA and Management teams means feedback is provided faster and more time is available to focus on strategic initiatives

What formats are supported?

Static Imagery

Online Video

Digital and Print PDF

What does it check?

The brain of Brand Guardian excels in the visual validation of creative assets, and it can detect and check:

- **Objects:** Elements like logos, icons, symbols, badges can be detected to assure correct use, correct placement, lack of malformations, correct safe space, correct color usage, appropriate sizing.

- **Texts:** Any text present on the creative can be detected to assure spelling and grammar, correct font, correct contrast, length of text, simplicity of message, correct colors usage.

Apart from AI-driven checks, Brand Guardian understands files, so it can check naming conventions, dimensions, codecs and other aspects of technical quality.

How to integrate it within the process?

- **Web Application:** Brand Guardian is available as a standalone web portal – as a quick and easy place to validate assets and provide feedback.

- **Connectors:** With 10+ out of the box connectors Brand Guardian can smoothly integrate into the existing process. It offers plugins to creative tools (Creative Cloud, Figma) or Digital Asset Management Systems (Adobe, Sitecore).

Take a look how other companies are saving time & money while increasing creative quality with Brand Guardian by contacting **obg@wundermanthompson.com**