we are

WUNDERMAN THOMPSON



Working together anywhere and everywhere



Transforming the most world's most iconic brands





With great impact...

IN EXCESS OF

Of revenue generated annually for our clients via the work we've done

OVER

500

Platforms built for brands and retailers



<u>Our technology</u>



Intelligent Content Quality Management

Next generation marketing automation and brand management platform





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

Ensure that your digital assets are verified for omnichannel marketing & your content speaks to your audience in the way they want to be heard.



Intelligent Content Quality Management

Brand Guardian

> A quality gate spotting noncompliant/off-brand marketing content prior to publishing, while supporting the asset creating process at all stages, by integrating seamlessly into content production workflows.

Make your content flawless by supplementing the review process with AI at all stages of creation and review, while staying compliant with a variety of brand and legal requirements. Every single time.

It scales across all brands and partners globally and gives marketing, creative, production, and quality control teams total content quality assurance

It can be used as a **stand-alone SaaS platform**, **integrated into your workflow**, or as a **connector** for graphic designers.



• WUNDERMAN THOMPSON 🏓 Brand Guardian

Our story

First emerged out of a WT tech Hackathon in Feb 2019 and took its final shape in WPP & Microsoft's coinnovation program in the same year.

Microsoft



Brand Guardian

WUNDERMAN

THOMPSON



Guardian received:

- AI & Azure technology expertise
- Go-to-market channels

We got advice from experienced Microsoft stakeholders and Cloud Architects to facilitate the conversation between Al product teams and to offer advice on using the technology.

Thanks to the Partnership between Microsoft & WPP Brand

9

About Brand Guardian

Created in 2021 by Wunderman Thompson Technology in association with Microsoft Validates creative files with AI for total content quality assurance Verifies different formats (static, video, PDF) across all marketing channels

SaaS model **connecting** with **existing creative tools** – available standalone or via connectors Able to provide results in minutes up to global scale across teams and agencies Described by Forrester as the unique tool in the intelligent creativity process

FORRESTER

WUNDERMAN THOMPSON



Benefits

BRING CONSISTENCY

Improve the quality of your content by increasing compliance with guidelines and playbooks for all channels and brands

MAINTAIN CONTROL

Plug the platform into your existing process and onboard teams from all over the world to check every asset created

DECREASE RISK

Provide automated, always on AI-powered safety net to decrease number of costly errors especially in physical channels

SAVE TIME AND RESOURCE

Reduce the number of human eyes needed to provide feedback and shift focus to greater value tasks

BUILD BETTER EXPERIENCES

Develop evergreen assets that are quality assured and ready to deploy to fuel dynamic and personalised experiences

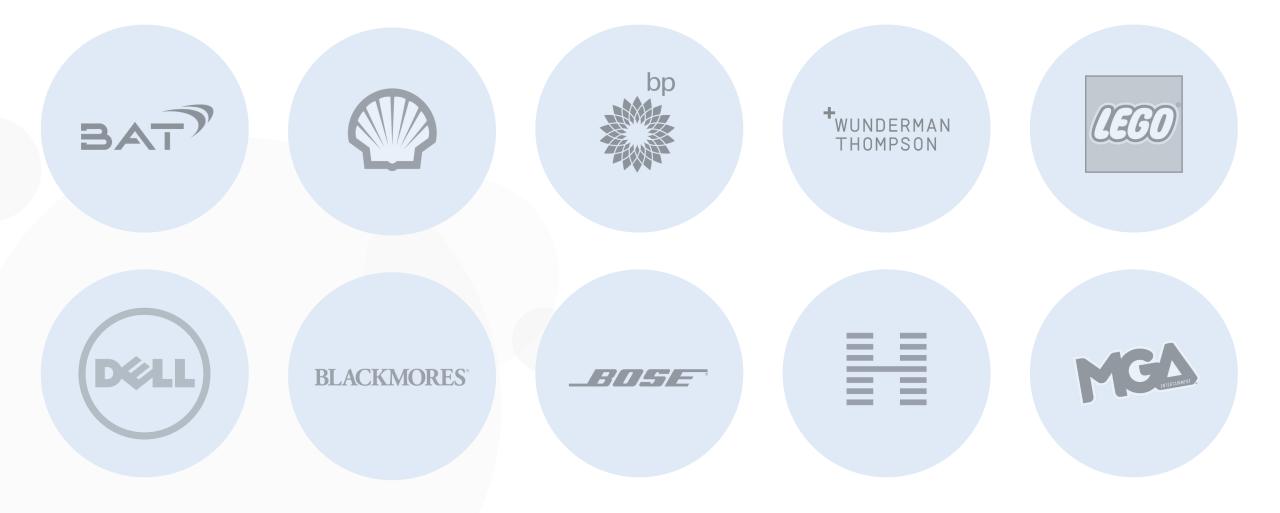
WUNDERMAN THOMPSON



Verify assets (static, videos, pdfs) for all channels by



Used by Enterprise Customers & Agencies worldwide



Brand Guardian vs Competition – The most complete Quality Management Solution

	Text	Technical Excellence	Accessibility	Legal	Visual Identity	Performance
Brand Guardian	\checkmark		\checkmark	\checkmark		Focusing on channel standards
creative ×				~	Only logo and object detection	~
CCIOLIOX Better Content. Faster.	\checkmark			~		
Red Marker	 Image: A set of the set of the			~		
crownpeak	\checkmark		\checkmark	\checkmark		

Brand

Customer stories

BAT

€400k

Yearly loss on product recall prevented due to incorrect artwork

60 mins

Reduction of time spent in QC legal process for each artwork



30%

Uplift in brand guidelines consistency across employees

8 hours / week

Saved by every brand team employee on approval process DØLL

20%

Uplift in banner ads compliant with Intel MDF program requirements

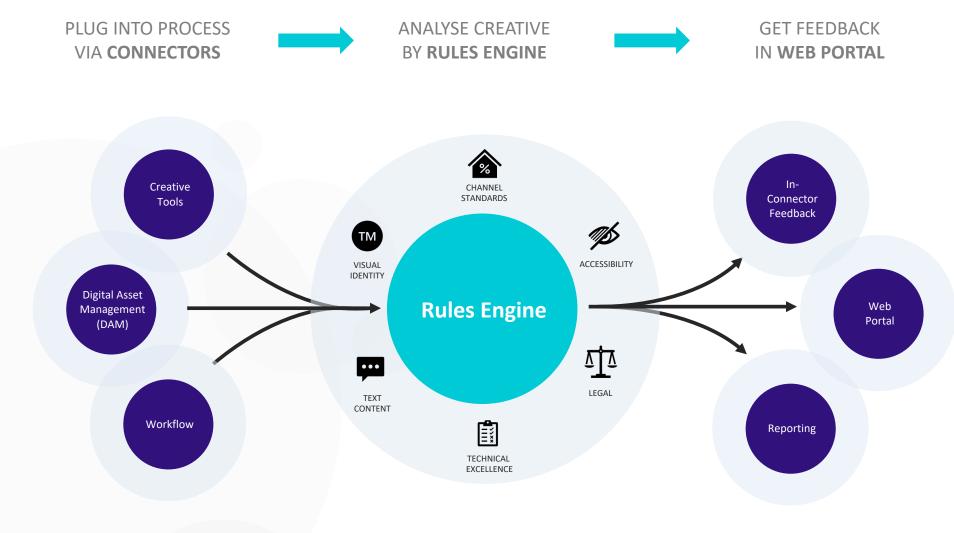
10 hours / week

Saved on checking banner compliance on Dell and agency side

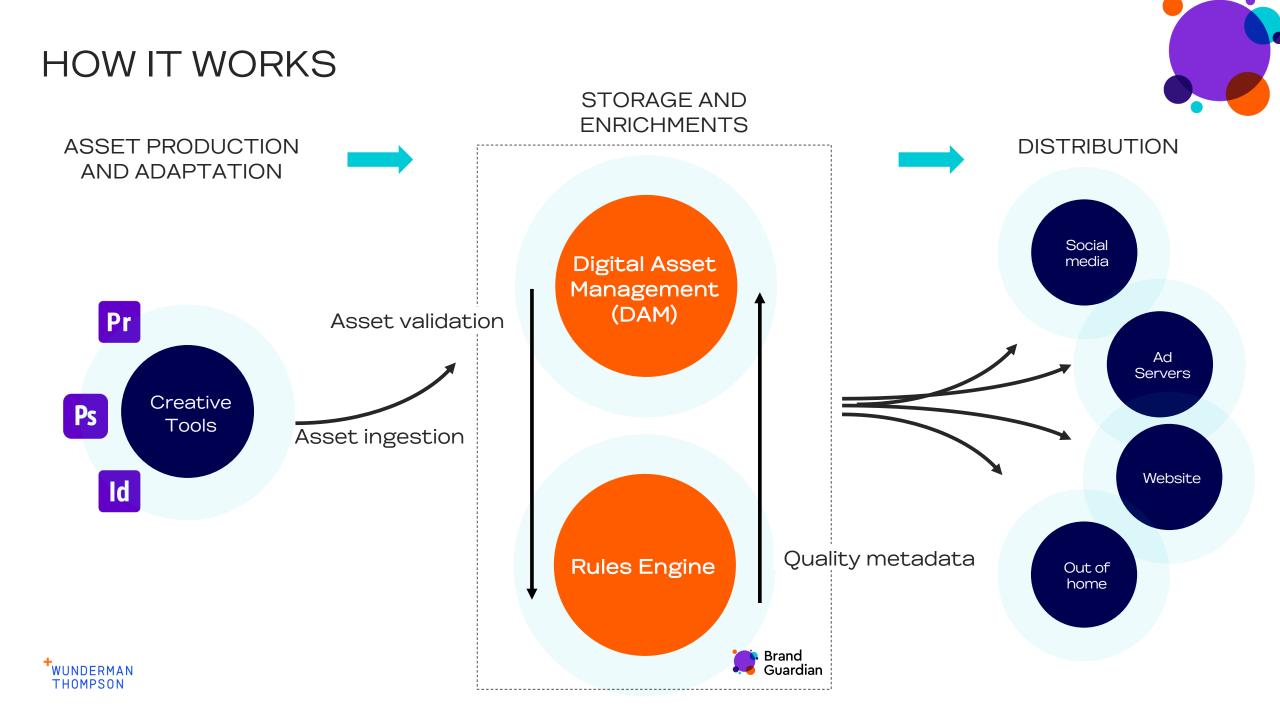
WUNDERMAN THOMPSON



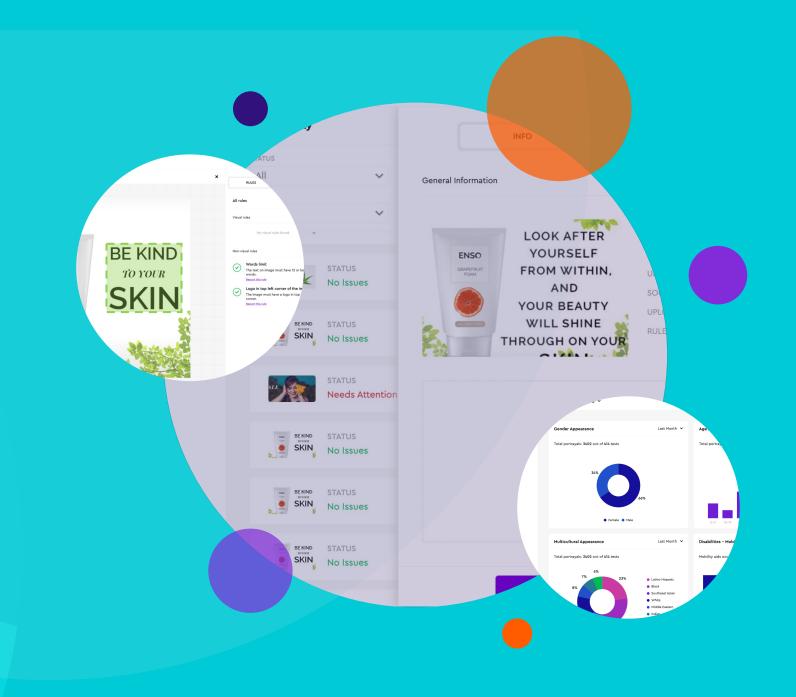
The Brand Guardian Platform



+ WUNDERMAN THOMPSON **Brand** Guardian



Platform Overview

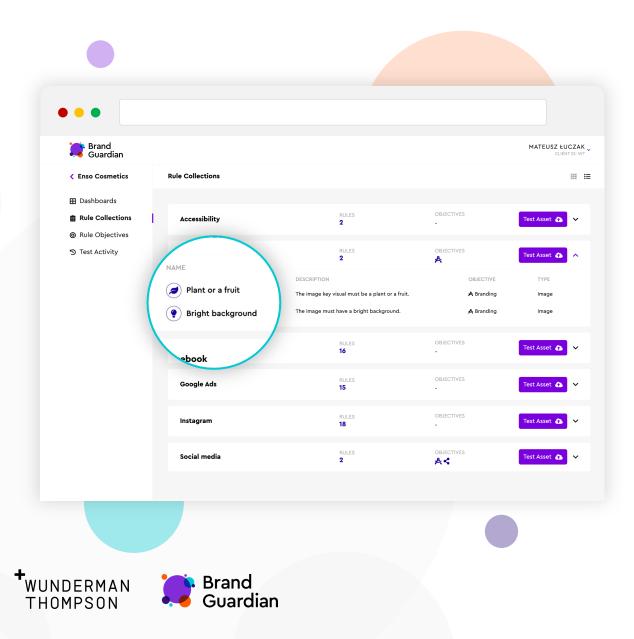




Web Portal

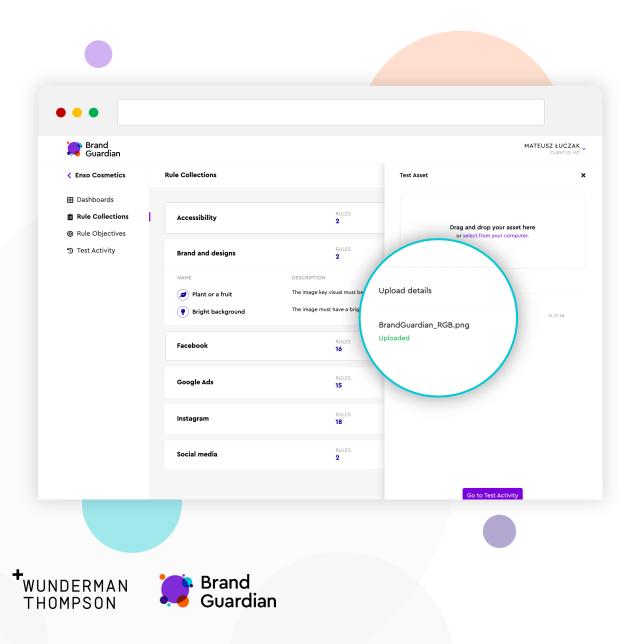
+WUNDERMANBrandTHOMPSONGuardian

Rule Collections



- Document all your creative guidelines in one place for everyone to see and learn
- Instead of being a documentation they can be automated tests – rules
- Group rules in Rule Collections:
 - By market
 - By channel
 - By campaign
- Manage access and testing permissions per user or agency basis

Testing Creative Files

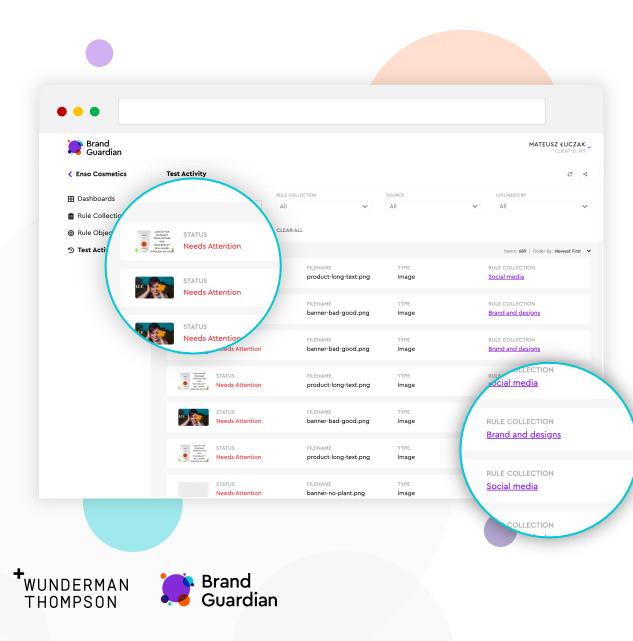


- Upload one or multiple files for testing against rules in Rule Collection
- Multiple formats supported:
 - Static jpgs, pngs, gifs
 - Video mp4, movs
 - Documents pdf
- Get results of conducted tests in minutes:
 - Static from 0.5 to 1 minute
 - Video from 1 to 8 minutes*
 - Document from 2 to 15 minutes^{*}

* Indicative processing time. Actual time depends on the number of rules and length of material (duration, number of pages)

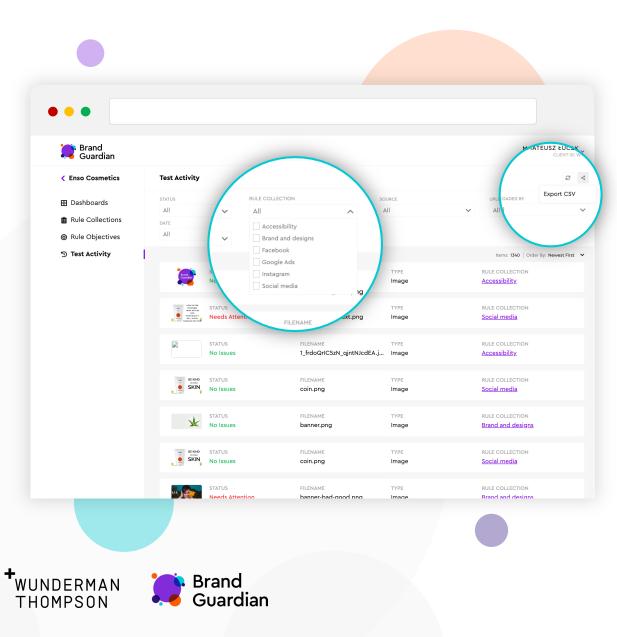
21

Test History



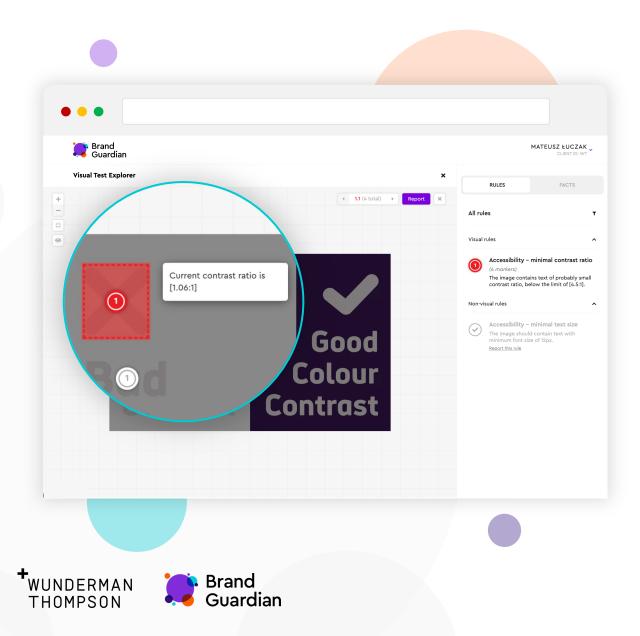
- Access audit trail of all the tests conducted by users
- Monitor traffic, status of certain assets per date
- Navigate through history and find the relevant datapoints for assessing compliance objectives or agency / team performance

Reporting Capabilities



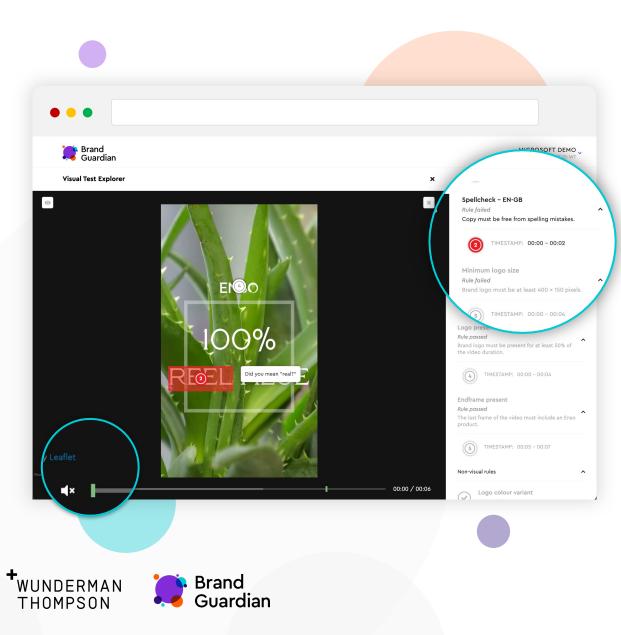
- Drill down the Test Activity data according to specific needs by
 - Test status
 - Rule Collection
 - Connector
 - Uploader
 - Date
- Export all the data from the app into CSV format to explore all the information in tooling like Microsoft Office

Visual Test Explorer – Static & Documents



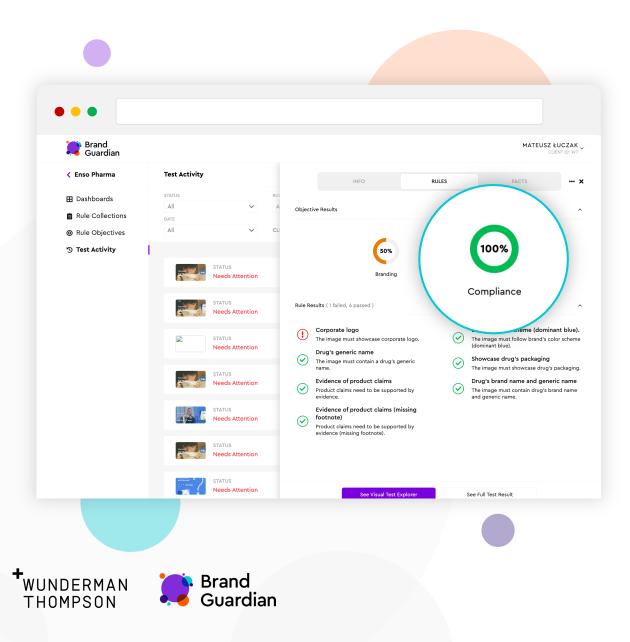
- Explore each test result within intuitive user interface of Visual Test Explorer
- Investigate rule result with corresponding markers – highlight problematic area or confirming why rule has passed
- Freely zoom in and zoom out and move in the asset to see pixel perfect differences
- Quickly navigate between markers and pages (in PDF documents)
- Contest incorrect AI decisions with Report capability

Visual Test Explorer – Video



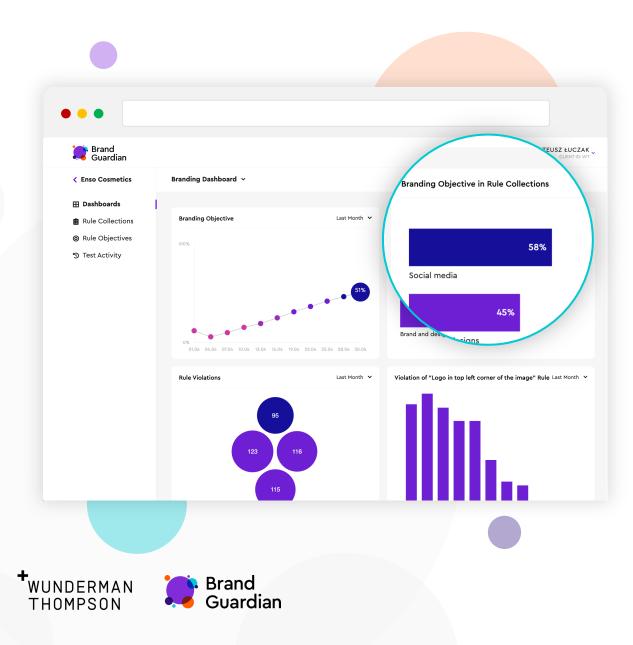
- Preview video files uploaded for Brand Guardian for testing
- Navigate to timestamps of moments in the video that have markers reported by rules by using the video player timeline
- Observe moving markers persistent during multiple scenes where the issue occurs
- Repeat and zoom video freely to easily understand what is going on

Objective Tracking



- Measure and monitor creative-level KPIs -Objectives
- Define KPIs that matters for your agency / brand / team i.e. brand compliance, legal compliance, creative excellence
- Attribute different weights and objectives to rules resulting in unbiased score rating the asset
- Enforce certain scores on creative teams and report daily / weekly / monthly statistics

Dashboards



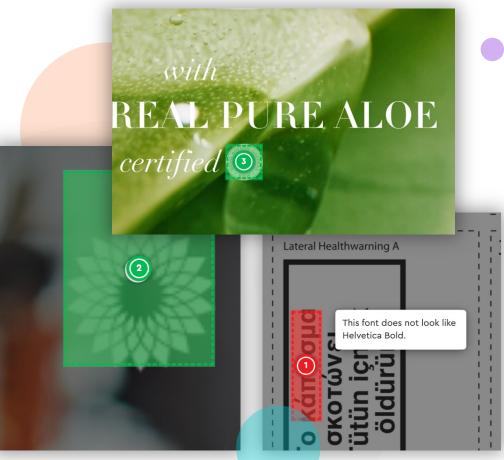
- Visualise tracked Objectives in the form of dashboards
- Visualise charts on:
 - Average global Objective score
 - Average Objective score per Rule Collection
 - Most common rule violations
 - Performance of key, selected rule
- Create multiple dashboards with unique permissions to serve variety of stakeholders

Rules Engine Capabilities





Visual Identity



WUNDERMAN THOMPSON

Brand Guardian

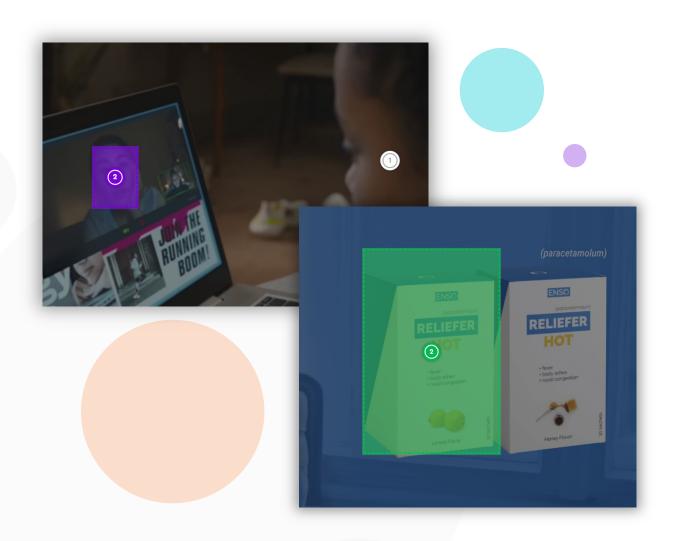
Rules Engine AI is capable of understanding brand specific Visual Identity to control brand consistency.

What Brand Guardian can detect:

- Logo
- Symbols
- Font
- Colour

- Sizing, spacing
- Placement
- Specified font use
- Specified PANTONE use

Object Detection



Brand

Guardian

WUNDERMAN

THOMPSON

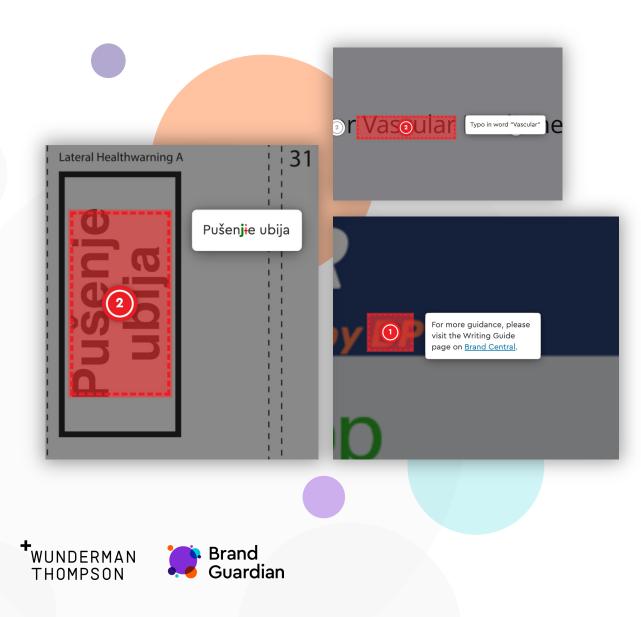
Rules Engine AI can be trained to detect any required object to assure brand, legal or representation objectives.

What Brand Guardian can detect:

- Faces
- Graphic elements buttons, badges, symbols
- Product
- Generic objects (i.e. cars, bicycles, pets)

- Appearance
- Placement
- Relative size, duration on screen
- Prohibited use (i.e. alcohol bottles)

Text Processing



Rules Engine AI extracts all of the copy from the creative which can be further processed.

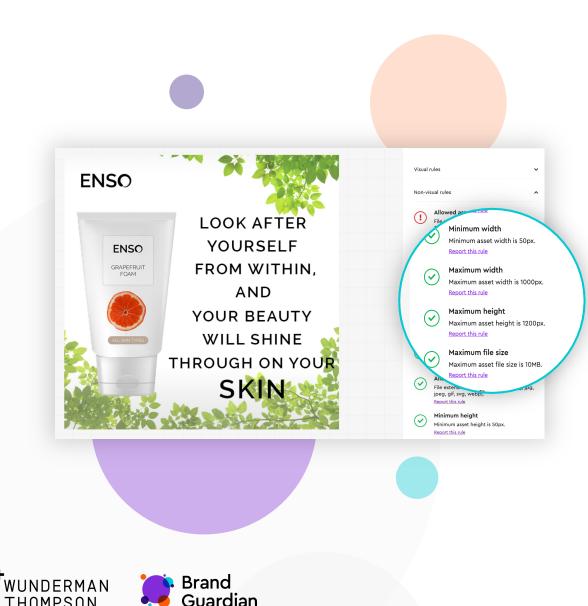
What Brand Guardian can detect:

- Call to actions
- Document copy
- Supers in videos
- Text on photos (via OCR)

- Spelling and grammar
- Specific word use / prohibited words
- Text length, text simplicity
- Line height, font size

Channel Standards

THOMPSON



Based on the popular channels like Instagram, Facebook, Youtube, Tik Tok, Rules Engine AI can help optimise content for channel.

What Brand Guardian can detect:

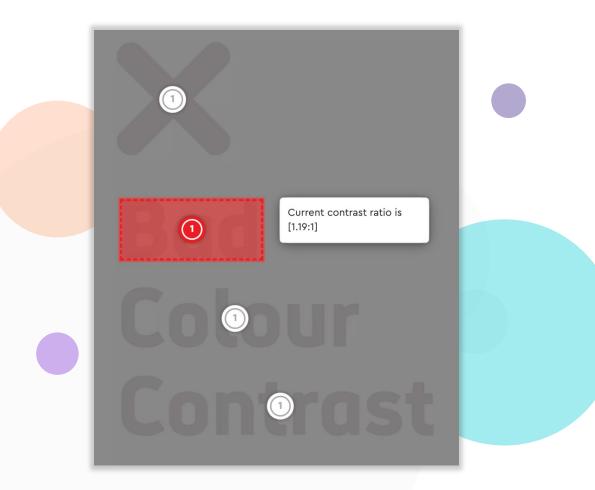
- Dimensions, Aspect Ratio, File Size
- Sound, Subtitles
- Duration

- **Optimal aspect ratio**
- Optimised for sound off
- Quality

Accessibility

WUNDERMAN

THOMPSON



Brand

Guardian

Accessibility is as important in creative materials as it is in web channel. Rules Engine AI can assure digital and print content is accessible.

What Brand Guardian can detect:

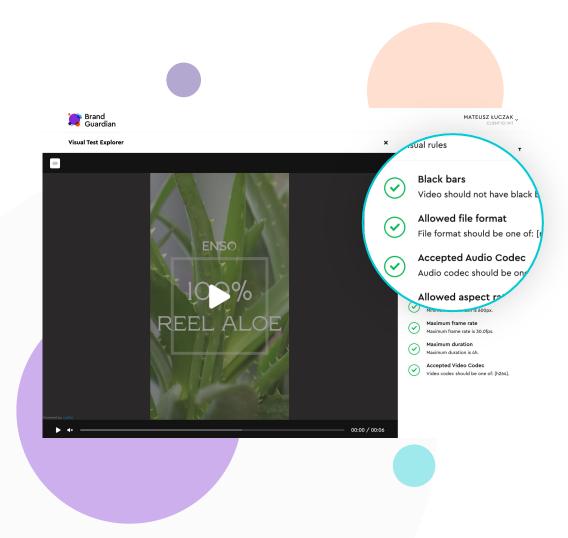
- Text size
- Text colour
- Subtitles

- Text legibility
- Brand legibility
- Technical accessibility like subtitles provided

Technical Excellence

WUNDERMAN

THOMPSON



Brand Guardian Rules Engine can leverage non-AI rules to check other aspects of technical excellence of creatives.

What Brand Guardian can detect:

- Black bars
- Codecs, audio formats
- File metadata

- Stereo sound
- Compression
- Screen reader availability

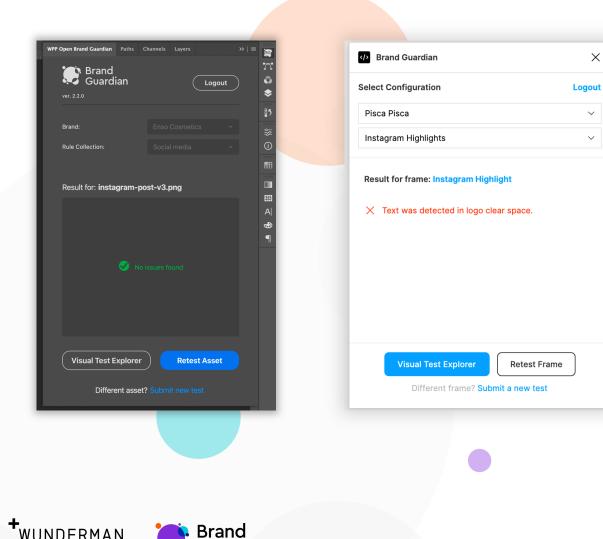
Connectors



Creative Tools

WUNDERMAN

THOMPSON



Guardian

Brand Guardian can be introduced on the creative stages of the process providing feedback as early as possible.

Features:

- Ability to test design file / frame inside the tool
- Feedback inside the tool
- Quick link between plugin and web portal

Available for:

- Adobe Creative Cloud
- Figma

Workflow

WUNDERMAN

THOMPSON



Brand

Guardian

Rules Engine can be introduced as step in the approval workflow in already existing platform.

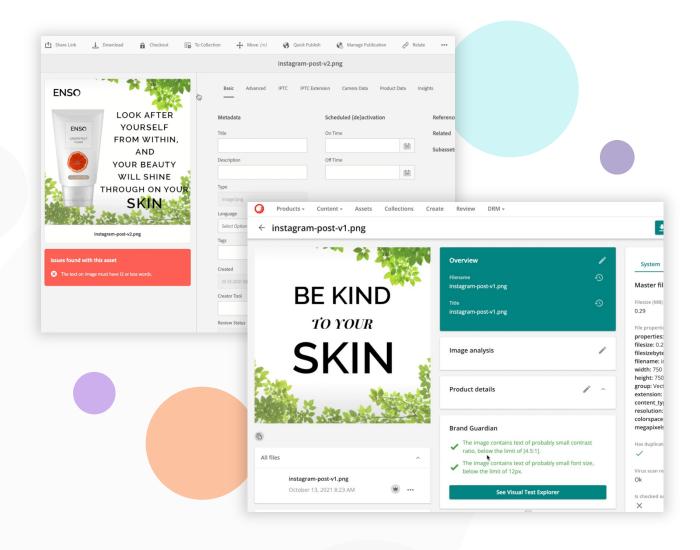
Features:

- Ability to test design file / frame inside the tool
- Feedback inside the tool
- Quick link between plugin and web portal

Available for:

- Adobe Workfront
- Sitecore Content Hub
- Microsoft Sharepoint

Digital Asset Management



Brand

Guardian

WUNDERMAN

THOMPSON

Brand Guardian can provide additional information about creatives stored in central repository.

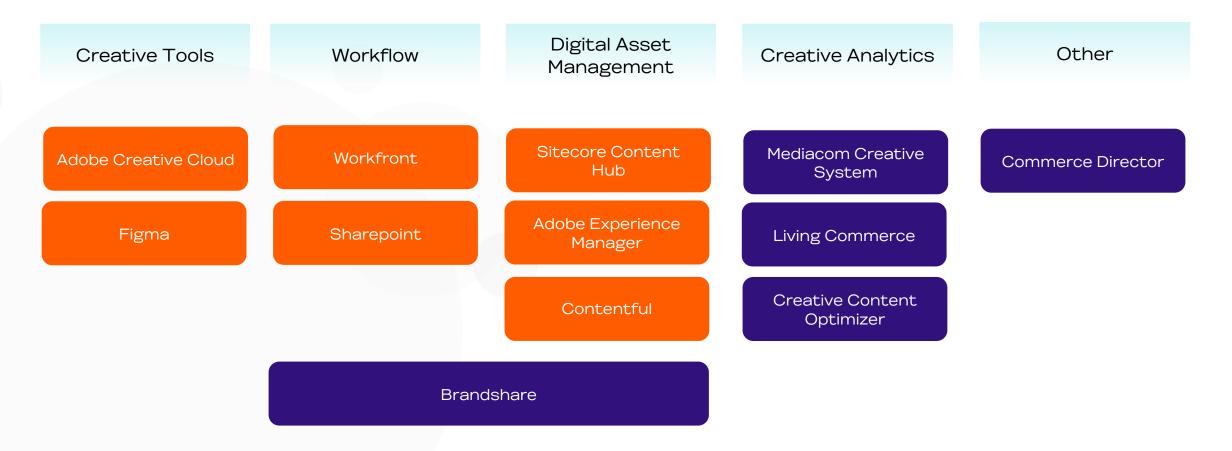
Features:

- Ability to test design file / frame inside the tool
- Feedback inside the tool
- Quick link between plugin and web portal

Available for:

- Adobe Experience Manager
- Sitecore Content Hub
- Microsoft Sharepoint





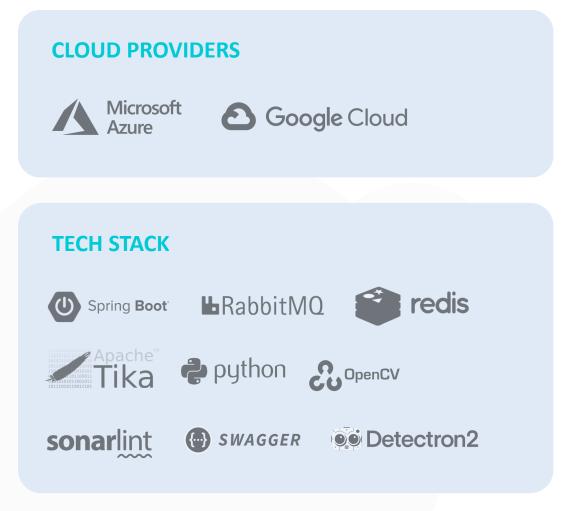


Technology





Technology & Methodology

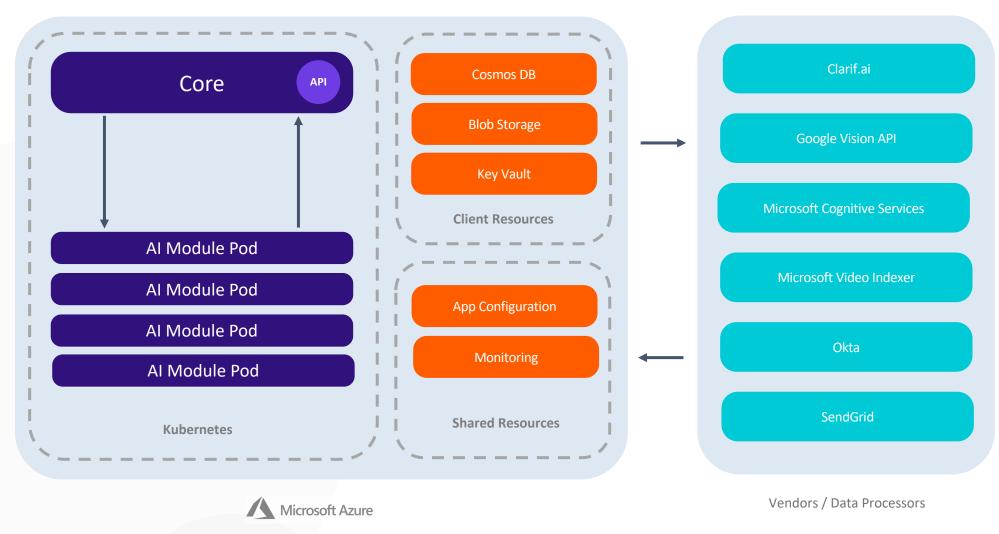


METHODOLOGY

- Small product teams
- Located in Poland and Germany
- 10 AI Engineers
- Agile delivery methods
- Two week planning
- Weekly releases
- Daily standups
- Customer feedback loop

Brand Guardian

Architecture



+ WUNDERMAN THOMPSON



API First design

WUNDERMAN

THOMPSON

- Brand Guardian is meant to be integrated into process either via web app, out of the box connectors or custom connectors
- Building a custom connector requires integration with REST API
- Our REST API follows Swagger specification and is easy to consume by 3rd party
- We version it and we try to assure there are no breaking changes
- If you are interested in integrating feel free to contact us!

Brand

Guardian

POST /api/connector/url/recognition/sync Upload url for synchronous recognition	✓ 🔒
POST /api/connector/url/recognition/async Upload url for asynchronous recognition	✓ 🔒
POST /api/connector/asset/recognition/sync Upload asset for synchronous recognition	✓ 🔒
POST /api/connector/asset/recognition/retry/async Retry test on the selected asset.	✓ 🔒
POST /api/connector/asset/recognition/async Upload asset for asynchronous recognition	~ 🔒
POST /api/connector/asset/bct/recognition/async Schedule asynchronous recognition.	✓ 🔒
GET /api/connector/rulecollections Get list of all rule collections sorted by the brand name	✓ 🔒
GET /api/connector/brands Returns list of all visible brands sorted by the brand name	✓ 🔒
GET /api/connector/asset/statuses Get status and detailed info about a group of assets.	✓ 🔒
GET /api/connector/asset/status Get status and detailed info about an asset	✓ 🔒
GET /api/connector/asset/bct/status Gets status info about a specified report by reportId	✓ 🔒

Security

INFRASTRUCTURE

- Virtual networks everywhere
- HTTPS
- Disaster recovery
 process
- Log monitoring

ARCHITECTURE

- Security through entire SDLC
- OWASP
- Annual pentesting
- Nessus and Acunetix integrated into the process

DATA CENTER

- Hosted on Azure
- Region specified by client requirements
- GDPR compliance
- Redundancy

+ WUNDERMAN THOMPSON



How do we work with clients

ĻТЧ



BRAND GUARDIAN

WUNDERMAN

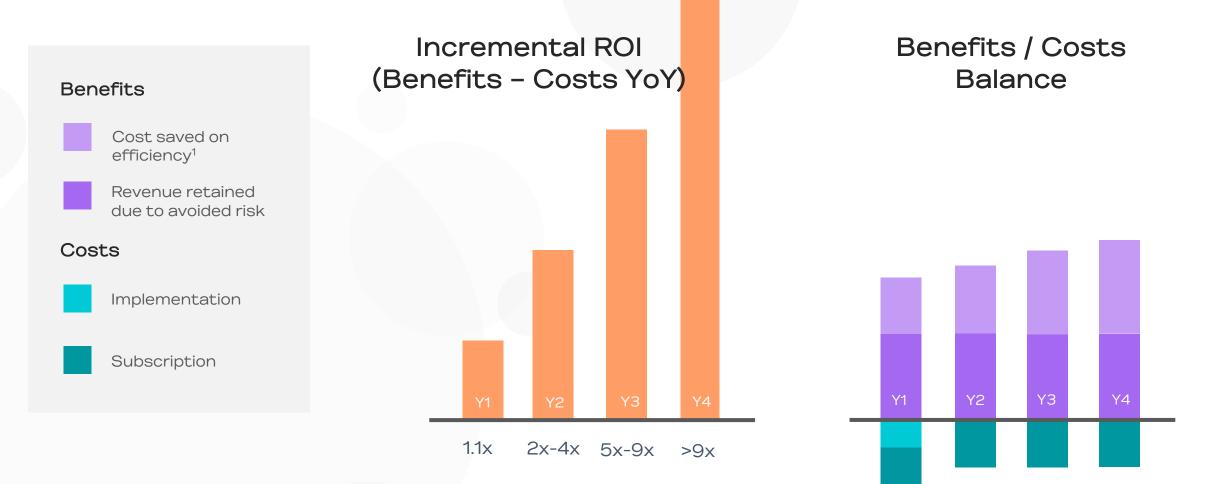
THOMPSON

Brand

Guardian

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





¹ Product is SaaS based so assuming YoY increase in usability, efficiency 47 gains and available rules for client leverage

Return of Investment

Client A	Client B	Client C	
Reduced review time per a	sset:		
74%	92%	90%	Up to 9 reduc time
Reduced review cost per as	set:		
50%	82%	46%	Up to 8 reduc 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

How we make sure your problems are solved?

1. DISCOVER	2. DEFINE	3. DEVELOP MVP	4. DELIVER
GOAL:	GOAL:	GOAL:	GOAL:
Workshop / multiple workshops to identify the pain points	Defining the scope to remove pain points and achieve efficiencies	Build a solution candidate and select an early adopter brand/market to test	Delivery of a robust QC automation model that can be optimised
CLIENT REQUIREMENTS:	CLIENT DEPENDENCIES:	CLIENT DEPENDENCIES:	CLIENT DEPENDENCIES:
 List of key stakeholders to be included Share guidelines, regulations Share example files 	Engage stakeholders involved in pilot	 Availability during weekly steercos, answering questions 	Sign off on performance metricsRoadmap and roll out plan
OUTPUTS: IDENTIFIED RULE CANDIDATES	OUTPUTS: AGREED MVP SCOPE	OUTPUTS: CONFIRMED BUSINESS CASE	OUTPUTS: FULL ROLLOUT DELIVERY
 We will find out the answers in the four areas: 1. Market and brand landscape 2. Process workflow 3. Required formats 4. Rule candidates 	 Clearly defined list of success metrics to inform the MVP scope: 1. Market & brand 2. Rules (dependent on complexity and length of MVP) 3. Participants 4. Integrations 	 Conducting a pilot to test and learn and measure performance Pilot effort based on rule complexity and size Define and verify success metrics Building a robust model and cost estimate for future rollout across all projects 	 Deliver a robust automation model that ca be used to test content at scale in Roll out across all areas and final system Updating of rules, licensing model etc.

We work as part of your team

Dedicated **Product Manager and Technical Owner** for each implementation We do rule implementation, full configuration, user account setup Weekly check-ins during Discovery and Definitions, monthly during Live

Configuration of purposeful Rule Collections, Dashboards and Objectives Efficient communication channels using Microsoft Teams, Slack – preferred by customer Monitoring your usage and reporting KPIs to selected champions

WUNDERMAN THOMPSON



Tailor-made implementation – Custom Rules

		Simple Logic i.e. checking property in a file	Complex Logic i.e. checking if file contents follow specification	Al Model (Generic) i.e. detecting bicycles	AI Model (Custom) i.e. detecting custom product packaging
	Accuracy / Predictability	100% / Deterministic	95% / Deterministic	90% / Non-deterministic	70-95% / Non-deterministic
	Decision Complexity	Simple decisions	Complex decisions	Human-like (But limited)	Human-like
	Data Needed	Few examples showing correct / incorrect	Few examples showing correct/incorrect	100+ examples	100-1000 examples depending on complexity
Ζ	Effort Required (Indicative)	1-2 MD	2-3 MD	4-5 MD	5-20 MD
+ WUNDERMA THOMPSON	N Brand Guardian				

What's after you go-live?

DEDICATED SUPPORT

As the solution implements rule that may change over time, we provided dedicated support (if contracted) to allow for configuration changes, model retraining and on-going platform updates.

ONBOARDING SERVICE

Customers who would like to extend the usage to different parts of business, agencies, teams can get dedicated onboarding service – training, webinars and additional materials.

24/7 CUSTOMER SUCCESS SUPPORT

Whenever you need support in using the web app, require help in troubleshooting, quick presentation to the stakeholders we are always available just contact us via support e-mail.

+ WUNDERMAN THOMPSON



Contact Us

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

*****WUNDERMAN THOMPSON

