

Figure 3:
**DON'T WAIT
UNTIL YOU
NEED A DAM**



**THE BUSINESS
ADVANTAGE TO
CONTROLLING
THE CONTENT
CHAOS.**



COLLABORO

TO STAY AHEAD OF THE CURVE IN TODAY'S CHAOTIC MARKETING LANDSCAPE, BRANDS NEED TO GET THEIR MESSAGES INTO MARKET, FAST.

But orchestrating remote teams, producing fast-moving campaigns and the omni-channel approach required to stay relevant, means the marketing industry has become increasingly fragmented...

And all the while content is being created at exponential rates.

Figure 12:
**1 MINUTE ASSET
LOCATION
RECORDS**



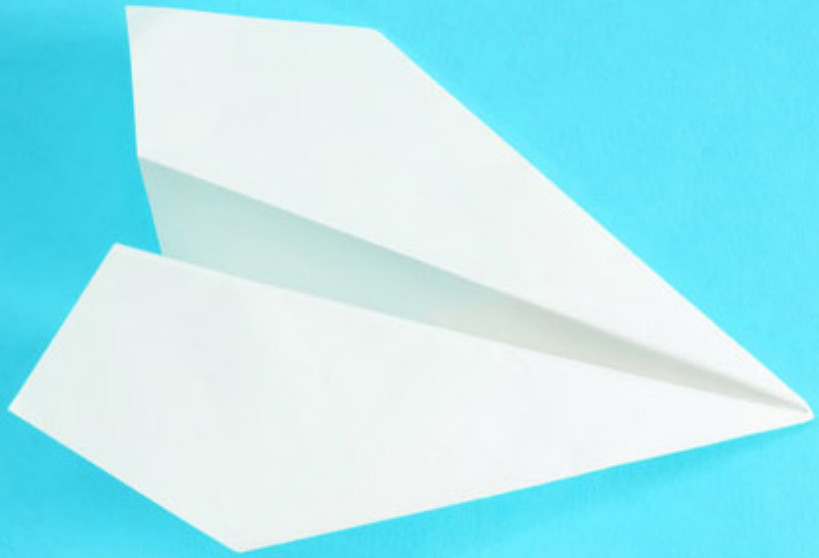


Figure 14:
**EMAIL IS
NOT A DAM**

THIS EBOOK COVERS HOW TO:

- Manage the content chaos
- Transform files into business assets
- Get content into market faster

Concluding in the wider business outcomes of claiming control of your marketing content.





MARKETING TECHNOLOGY LANDSCAPE

According to Chief Martec blogger Scott Brinker, there are currently around 5000 pieces of technology that can help, or enable, you to reach out and touch your customer in ever more relevant, engaging and interesting ways.

This has led to significant fragmentation, as brands engage specialists in each field to address their varying needs and gaps in their internal team's skill set. However one issue remains unresolved - the content itself. It's big data. It's in crazy file formats. It's being produced daily, on a global scale. And it's stored all over the place...

Ask yourself - where is my brand's expensive marketing content right now?

And more importantly. Can I access it quickly and easily whenever I need it?

Food for thought. But the daily challenges of finding and using your brand assets isn't necessarily the motivator to getting the problem solved. Opportunity is.

HOW LEADING BRANDS GET MESSAGES INTO MARKET FASTER.

You've spotted an opportunity to involve your brand in a trending conversation on social media. You need to locate that perfect image to share posthaste.

Let's compare how this everyday scenario might play out.

I DON'T HAVE A DAM

I DON'T HAVE A
DIGITAL ASSET
MANAGEMENT
SOLUTION



Figure 12:
FILE MANAGEMENT
RUSSIAN ROULETTE

42MIN



I DON'T EVEN
KNOW
WHERE TO
START

?

CREATIVE
AGENCY

?

FREELANCE
PHOTOGRAPHER

?

COMPANY
SERVER

?

PORTABLE
HARD DRIVE

2HRS



- ✗ I CALLED MY AGENCY
- ✗ I SEARCHED THE SERVER
- ✗ I CALLED A FREELANCE PHOTOGRAPHER
- ✗ I CALLED DAVE
- ✗ I TORE MY HAIR OUT
- ✗ I STILL DIDN'T FIND IT
- ✗ FINALLY FOUND BY THE AGENCY
- ✗ I APPROVED THE NEW COSTS

5HRS



I WASTED TIME,
SPENT MONEY...AND
MISSED THE BOAT

9HRS



COLLABORO

I USE COLLABORO

30S

1MIN

2MIN

4MIN

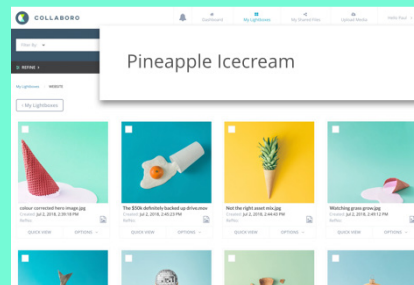
I LOGIN



user@collaboro

LOGIN

I SEARCH

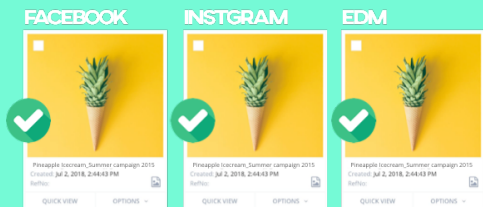


I FIND



Pineapple Icecream_Summer campaign 2015

I USE



COLLABORO

WHAT'S THE WIDER OUTCOME?

**BECAUSE OUTPERFORMING
THE COMPETITION IS ONLY
HALF THE WIN.**

By getting messages into market faster, your brand will gain more traction, which leads to greater market share and ultimately increased brand equity and business growth.



COLLABORO





THE IMPACT MANAGING YOUR CONTENT ON ONE CENTRALISED SYSTEM IS THREE-FOLD:

1 CONTROL

To work with creative partners on your terms. Whether you're looking to migrate creative agencies, or just engage a specialist for a one-off project; access to the files they need, when they need them, is instantaneous

2 AGILITY

Nothing is lost, nothing is reshot, you can find content you never knew existed to repurpose, reuse and renew. And get messages into market faster

3 CLARITY

Over your marketing operations and content library, to keep brand consistency

Figure 3:
THE NO
BUDGET LEFT
LOCATION
RESHOOT

Sounds good. In theory. But there's an obstacle in the way - just the thought of collecting and organising all your brand's content now, and on an ongoing basis, is enough to put digital asset management in the 'too hard' basket.



THAT'S WHY YOU NEED A DAM WITH A DIFFERENCE.



Figure 15:
**THE UP-SIDE-
DOWN-DAM-
MODEL**

WHAT THE COLLABORO MODEL PROVIDES:

- | | |
|--|---|
| ✓ Ongoing service, support & account management | ✓ Robust, secure and stable offline archive |
| ✓ Content pickup and upload service | ✓ Scalable for an enterprise business' needs |
| ✓ Bespoke human and AI tagging service | ✓ Unlimited integrations with your internal systems |
| ✓ Powerful tagging function and keyword thesarus | ✓ Australian based, with a local team |
| ✓ Easy control of user access and permissions | |



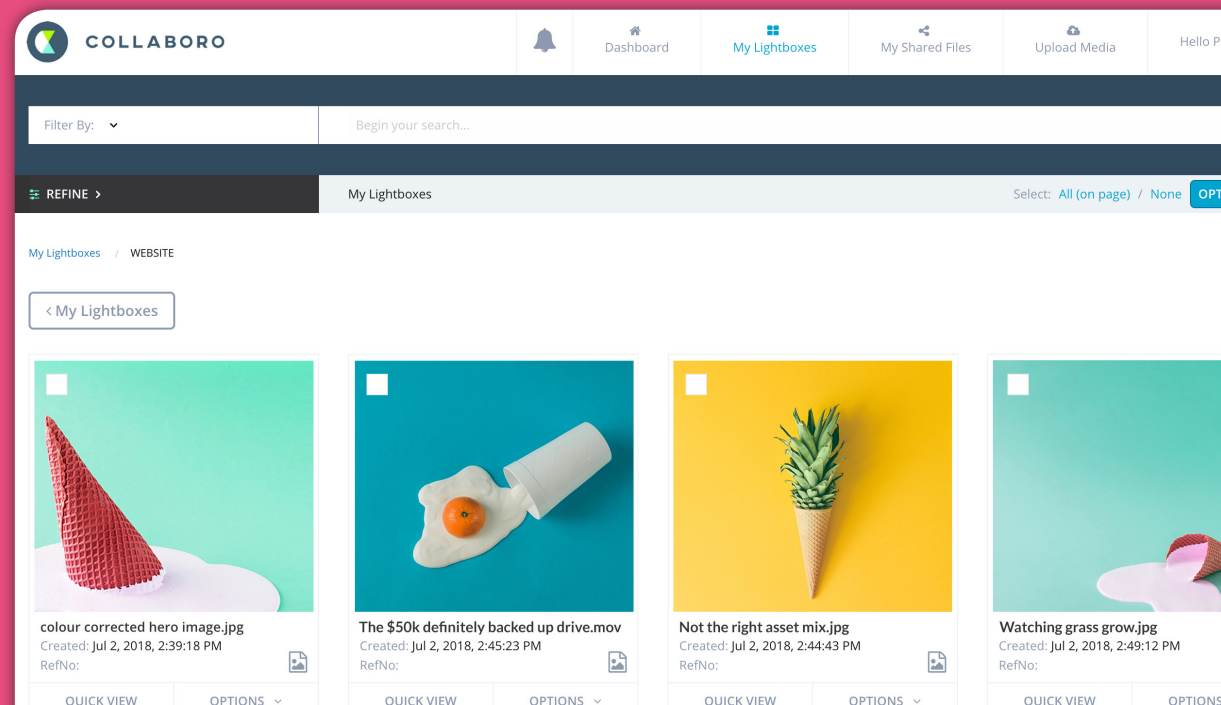
COLLABORO

Collaboro doesn't work like A traditional Digital Asset Management system, in fact we've turned the traditional high cost, limited functionality DAM model upside down.

For us providing powerful, intuitive, secure, simple to use DAM software is the easy part. What's harder is ensuring Collaboro adds daily value through time, effort and money saving.

We do this through storing and managing your creative assets in a serviced environment, this means we do the hard work for you. We engage with all your agency and creative partners to round up and track down campaign content.

Then we ingest, upload, tag, archive and manage it going forward, meaning all your brand's content is highly searchable and always available.



THE BUSINESS ADVANTAGES:



Creating a well organised content library that your business uses on a daily basis saves resource



Having fingertip access to all your content means you can jump on social conversations in real-time and keep your brand relevant



Curating creative and production partnerships, without the admin of file access and tracking down content, means your marketing output increases



Immunity from the upheaval of team changes, both internally and within your agencies means efficiency and asset protection



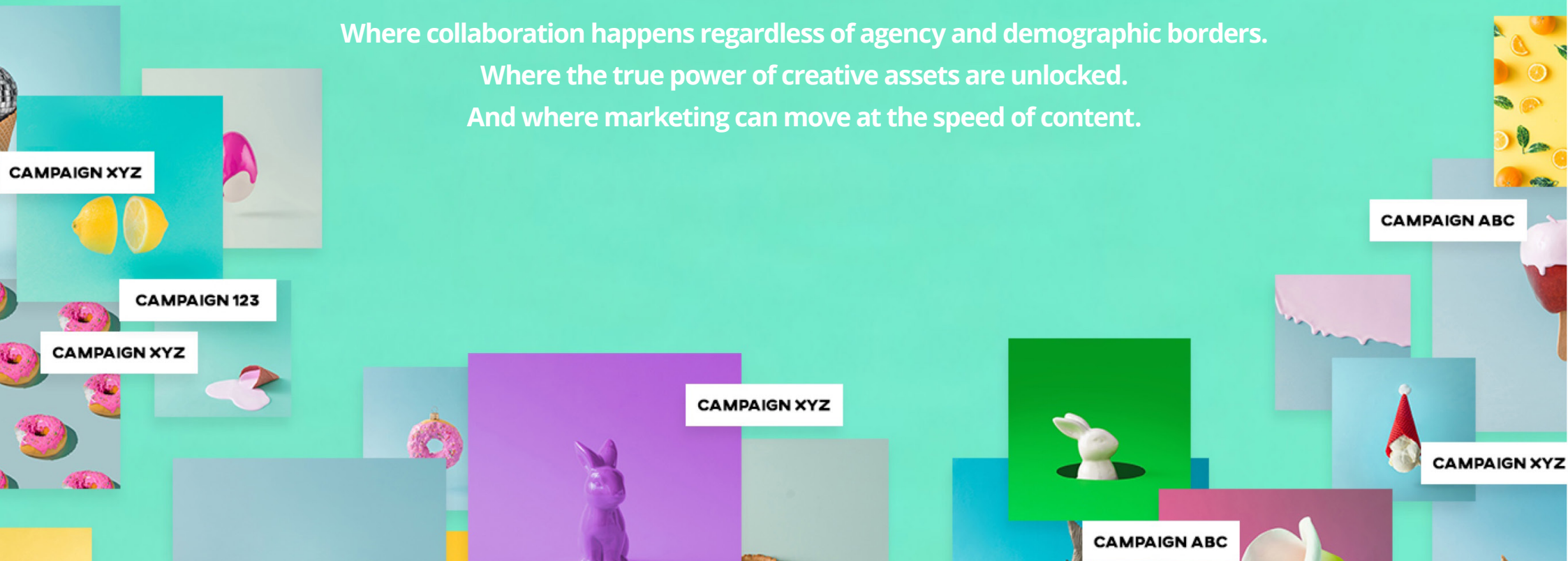
Figure 15:
**NO MORE
\$100K
RESHOOTS**

CONTROLLING THE CHAOS PREPARES YOUR BRAND FOR THE FUTURE OF MARKETING.

Where collaboration happens regardless of agency and demographic borders.

Where the true power of creative assets are unlocked.

And where marketing can move at the speed of content.



TALK TO US TODAY



Ready to make your life easier and your creative
content work harder?

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