Brand Compliance Playbook

for Financial Services Brands

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Brand Compliance Playbook for Financial Services Brands

How the world's leading financial services brands use Marketing Operations Software to keep their teams on brand and stay compliant.

Never before have financial services marketers had so many competing interests - to *quickly* produce more relevant content to niche audiences, yet do so under the shadow of both brand and regulatory compliance. With digital channels exploding as well as the rising influence of the risk department, not getting fined over a compliance breach is equally important as producing great, on-brand creative.

It's the classic tug of war between efficiency and compliance, because what's 'quick and easy' is usually a minefield for CMO's to manage from a marketing compliance perspective.

The Brand Compliance Playbook for Financial Services Brands offers insight on how financial services marketers can better manage their brands in a hyper-digital, yet highly regulated environment. The Playbook also covers how trusted global financial brands are getting the most out of their marketing operations platforms by saving time and money while removing risk and internal bottlenecks.

"It used to be that brand compliance referred only to the visual basics - correct colors, font and basic UI components," said Tessa Court, CEO, IntelligenceBank.

"The focus was on complying with the brand guidelines to achieve consistency. This is still important, of course, but with brand reputation consistently ranking as the #1 corporate risk and inaccurate claims in advertising causing large fines and headaches, it has never been more important for brand leaders in financial services to leverage marketing technology to avoid these common mistakes."

Tessa Court CEO, IntelligenceBank

Overview:
Brand Compliance Playbook for Financial Services Brands

The best way to think about the enormous challenge of brand compliance within a complex financial services organization is to visualize an iceberg. A brand experience is made up of the tip of the iceberg or where big brand creative is most visible to c-suite executives, but the vast majority of communications happen below the water line - such as mortgage letters, social media, partner marketing and sponsorships.

While it's relatively easy to ensure big budget campaigns get approved through the proper channels and adhere to claim and brand standards, unfortunately the smaller - bottom of the iceberg activity - doesn't follow the same rigorous process. The big brand activity follows an automated system yet everything else tends to fall through the cracks and this is where poor branding and rogue advertising takes place.
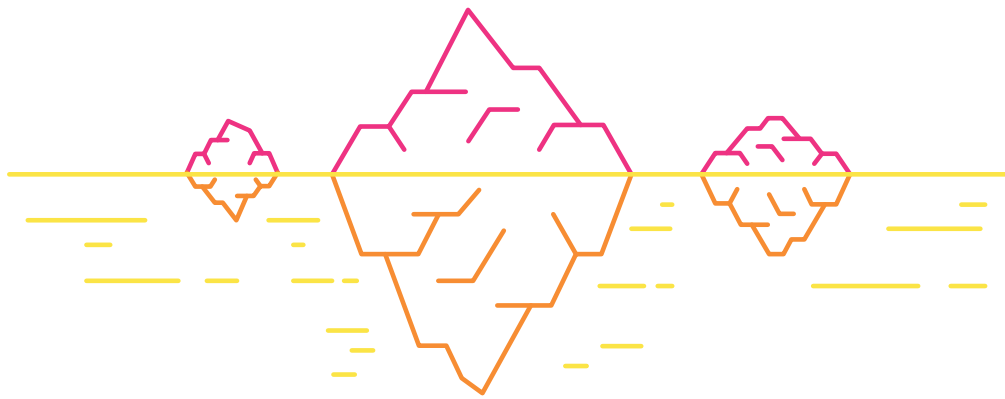
For example, a bank may have an expertly produced print campaign promoting customer service and a new loyalty program. However, within a regional branch, consumers are exposed to unapproved and off-brand content that has been created by new designers who don't understand the guidelines. Aside from the negative brand impact, if the content includes a false claim or incorporates images or video where talent rights aren't considered, the off-brand advertising could also attract hefty fines and adverse social media attention – which is equally as bad.

Overview:
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A real problem we solved for one of our insurance clients was that their external agency filled with freelance creative teams started shortening words without thinking about claims in effort to fit in a small banner advertisement space. Instead of saying: this 'could' save you up to 10%, the inexperienced creative freelancer shortened it to say "save 10%". Because the media spend was so insignificant, the banner advertisement never crossed legal's inbox and the company received thousands of dollars in fines.

Our low fee cards could save you 10%

CLICK HERE

Save 10% with our low fee cards

CLICK HERE
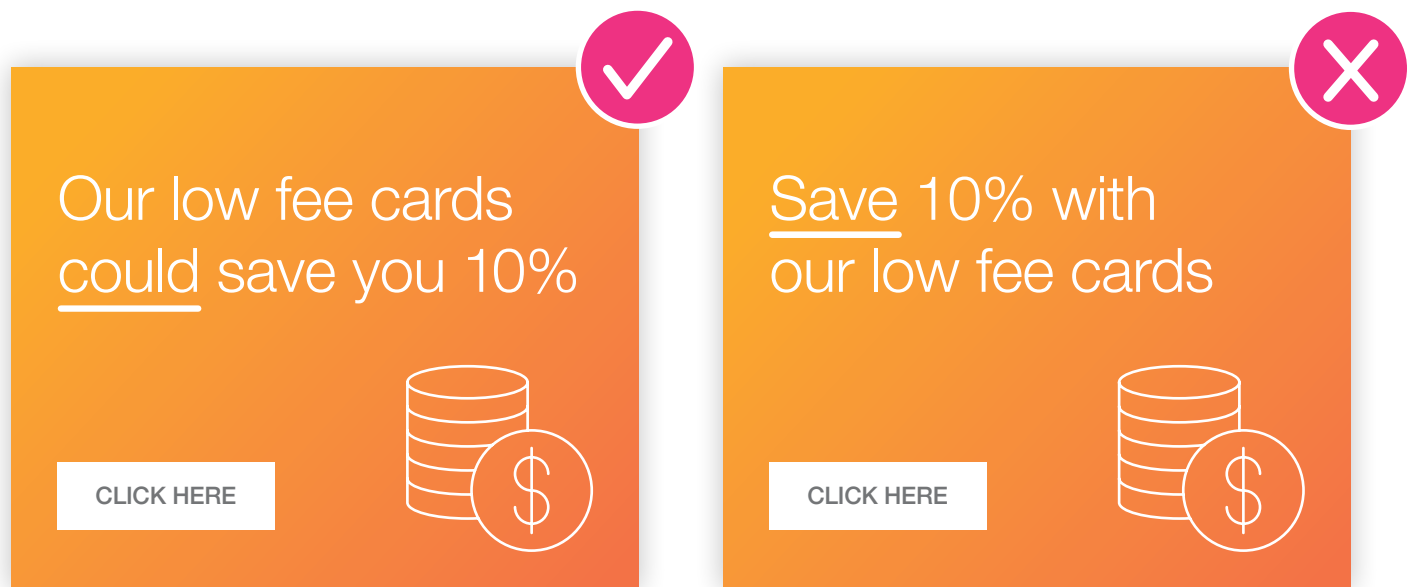
This is where marketing software is helpful in bringing marketing efficiency and compliance together, using world-leading Digital Asset Management, creative approvals, online briefing, automated disclaimer engines and brand compliance tools.

By leveraging technology for brand compliance, marketers have a better way to produce content at scale that:

• Differentiate one offering from another in an increasingly commoditized industry

• Showcase the best way to market intangible concepts such as 'wealth creation' without breaching regulations

• Build customer trust and loyalty

5 MarTech Solutions:
For Financial Services Brands

If these challenges sound familiar - you are not alone. IntelligenceBank works with leading financial services brands, including two of the world's top 50 banks. Here's how they keep their teams on brand and stay compliant.

DAM (Digital Asset Management)

Online Brand Guidelines

Creative Briefs and Projects

Automated Disclaimer Engine

Creative Templates

Digital Asset Management: Single Source of Truth

Digital Asset Management gives you a single source of truth by centralizing approved creative content.

Having a single source of truth where you can access the files and marketing assets you need, when you need them, is a core component of Digital Asset Management (DAM). With Digital Asset Management it's easy for your team and agency partners to track talent usage rights, and have your entire organization request approval prior to using creative. From the DAM you can digitally publish content to websites, social media and email campaigns. Take for example, if you have to pull a piece of content, you can do it all at once, by simply removing the file or replacing it within your DAM.

A popular DAM use case amongst lenders includes using a download approval. This provides control over which broker partners have access to logos and verifies that the logo will only be used when accurately representing specific service offerings - all of which is achieved by setting up pre-determined T&Cs for the use of that logo.
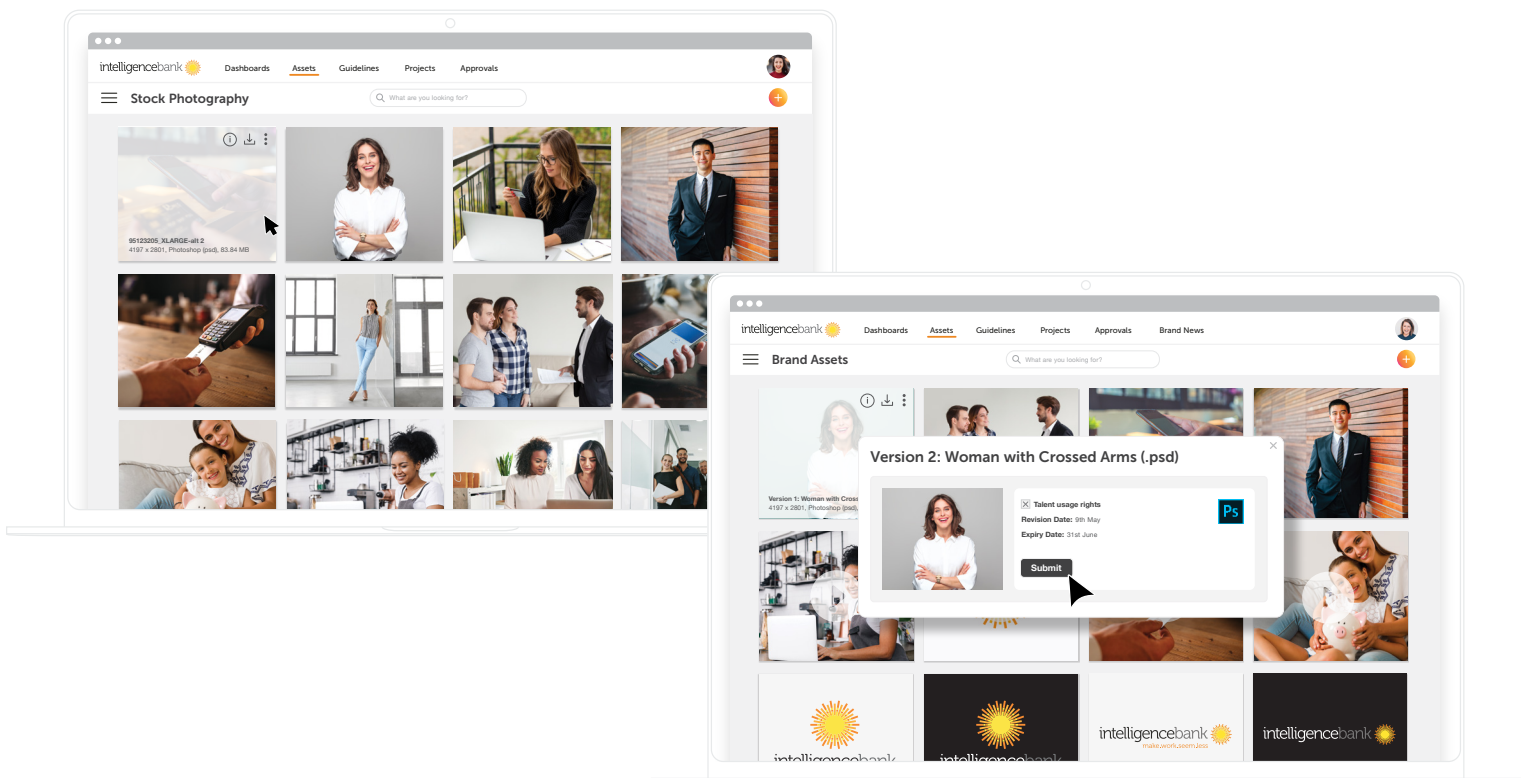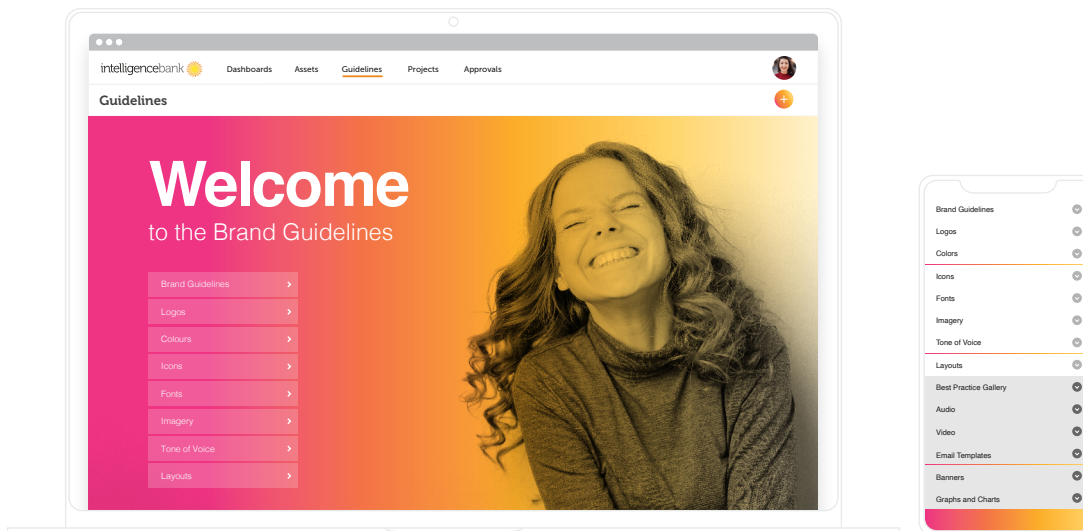
Online Brand Guidelines:
Keep Your Entire Team on Brand

Managing brand compliance from a design, legal and regulatory compliance perspective is critical for financial services marketers who are serious about developing brand equity and value over time.

Our BrandHub software helps our clients make it easy to centralize creative & manage brand compliance with workflows, approvals and online brand guidelines - all of which ensures the entire marketing team - including external partners and agencies - stay on brand.

Some of our clients have created a smart and interactive 'ask marketing' inbox as part of their BrandHub, to triage and automatically fulfill requests. The inbox automates requests such as "I need the PowerPoint template". This function can save the brand team approximately 30% of administrative time. In addition, they have also set up a brand approvals inbox to approve creative before it goes out the door.

Online Brand Guidelines: Keep Your Entire Team on Brand

Online Brand Guidelines provide a searchable, engaging, and user-friendly approach which allows users to quickly access approved assets, logos, color schemes, fonts, and campaign materials with ease. This functionality enables brand managers to not only share their brand guidelines with internal departments - but they can also seamlessly share approved assets with their external partners, agencies, and contractors.

Regardless of the size of your team, marketers do not want to constantly play the role of brand police, continually trying to educate and reinforce brand guidelines. Online brand guidelines address this pain point as well as removing the physical day-to-day enforcement of managing brand compliance across 1000's of creative outputs. By having custom, interactive online pages that are dedicated to articulating your brand's attributes and personality, these guidelines have proven not only to guide staff members and third party agencies in the right direction but they also have been seen to inspire great brand work.
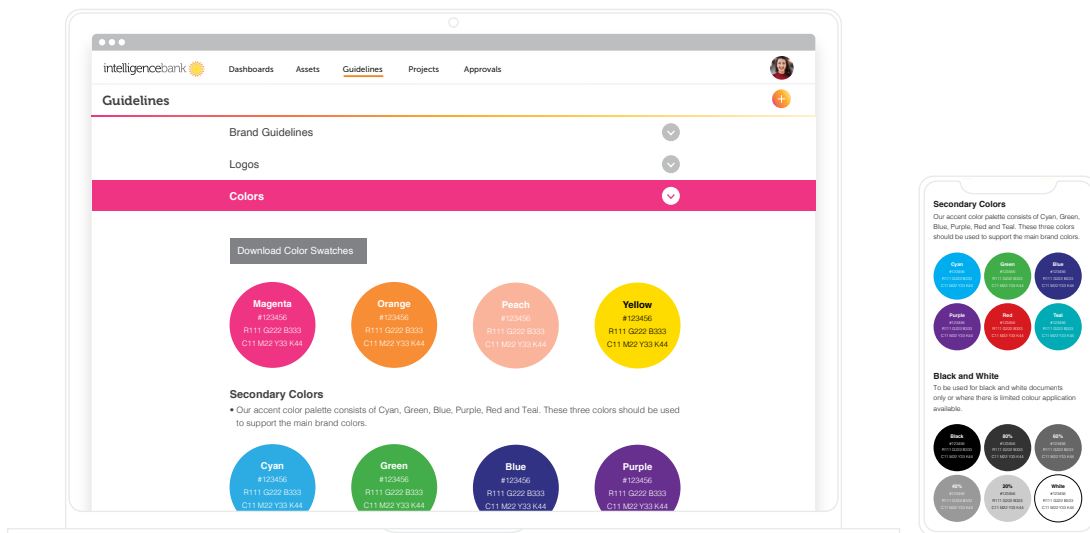

For example, one client was frustrated with various creative interpretations of one of their brand values 'exciting.' Unfortunately, this brand attribute kept getting misconstrued and they were seeing everything from cringe-worthy clip art to overly happy memes. In both cases, staff members had misunderstood the brand characteristics and therefore creative was not on brand.

Online Brand Guidelines:
Keep Your Entire Team on Brand

In addition, when using our online brand portal, our clients are telling us that they take comfort in the fact that they can dynamically showcase their brand guidelines by accessing controlled interactive web pages instead of flat PDF documents.

In addition to having a brand portal as a single source of brand truth, our clients share the latest and greatest 'on brand' work with the broader team through a "Brand News" feature. The "Brand News" feed provides the most up-to-date communications to your internal team and is the first place for your audience to look for new information. The dedicated feed removes the chaos of email threads and automatically shares updates such as latest campaigns, new regulatory guidelines and even new assets that have been added to the platform. As part of your brand activation plan, these live updates will keep your stakeholders informed and make you feel reassured that they are managing your brand with confidence.

An important feature of your online brand portal is a best practice gallery that is linked directly to your DAM. It is used to make sure that your brand is interpreted correctly and inspires your team by showcasing best in class examples.
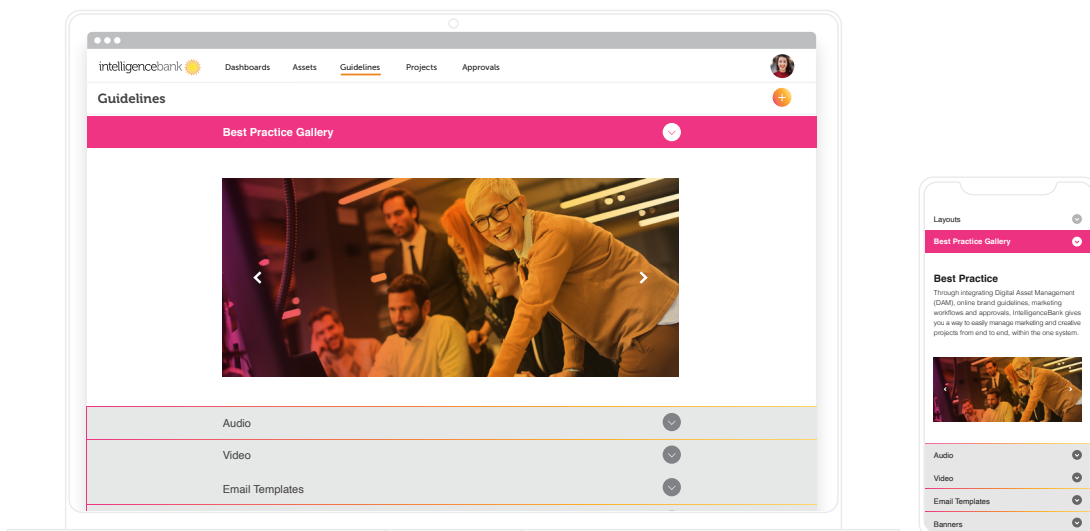
Creative Briefs and Projects: Streamline Your Entire Campaign Management Process

Creative briefs and projects enable your team to follow a step by step process when developing creative and provides approvals at each critical stage.

Just as sales teams need a CRM system, financial services marketing departments need a marketing operations software (also known as MRM software) to help manage creative briefs and projects holistically.

By managing the entire creative briefing and project management process in one place, we help clients just like you create great content that is consistent with your branding and meets all of your legal and compliance requirements.

Depending on the type of project, it can be a simple form with automatic workflow approvals that are dependent on media spend or type of creative. In addition, for an integrated marketing brief, a more in-depth process would be used. This could include messaging, briefs, estimates, legal approvals, marketing risks and a Campaign ROI & Review which contains campaign outcomes such as activations, sales and actual spend vs budget.

Phase 1	**Phase 2**	**Phase 3**	**Phase 4**	**Phase 5**	**Phase 6**	**Phase 7**	**Phase 8**
Campaign Planning & Messages	Brief with Disclaimers & Job Folders	Estimates	Final Creative Feedback	Legal Approvals	Marketing Risk Approval	Campaign ROI & Review	Final Creative in DAM

"When marketing material is scrutinized or comes under fire from a regulatory authority, creative workflows and approval tracking provides an audit trail and version history that makes it clear who has approved what and when," confirmed Court.

Creative Briefs and Projects: Streamline Your Entire Campaign Management Process

While there are several 'offline' activities that also take place in between the official stages, having a top line of view of current activity ensures CMO's have oversight in each key stage of the process, and ensures critical communications have a standard review.

By breaking down your campaign into individual briefs, you can be specific to the media channel, but also, have flexibility to assign the project brief to specific agency partners or internal designers. In addition, different projects can be routed for approval to various stakeholders depending on the product advertised, the channel used and the delegated authority for approving budgets.

Within a project brief, you can add tasks and assign them to contributors or approvers on the project. With a full audit trail, there is never any doubt about who actually signed off on the brief.

When you add a creative brief, once approved, you can automate the creation of a 'digital job bag' to manage the work in progress artwork, invoices and contracts, or any other related files.
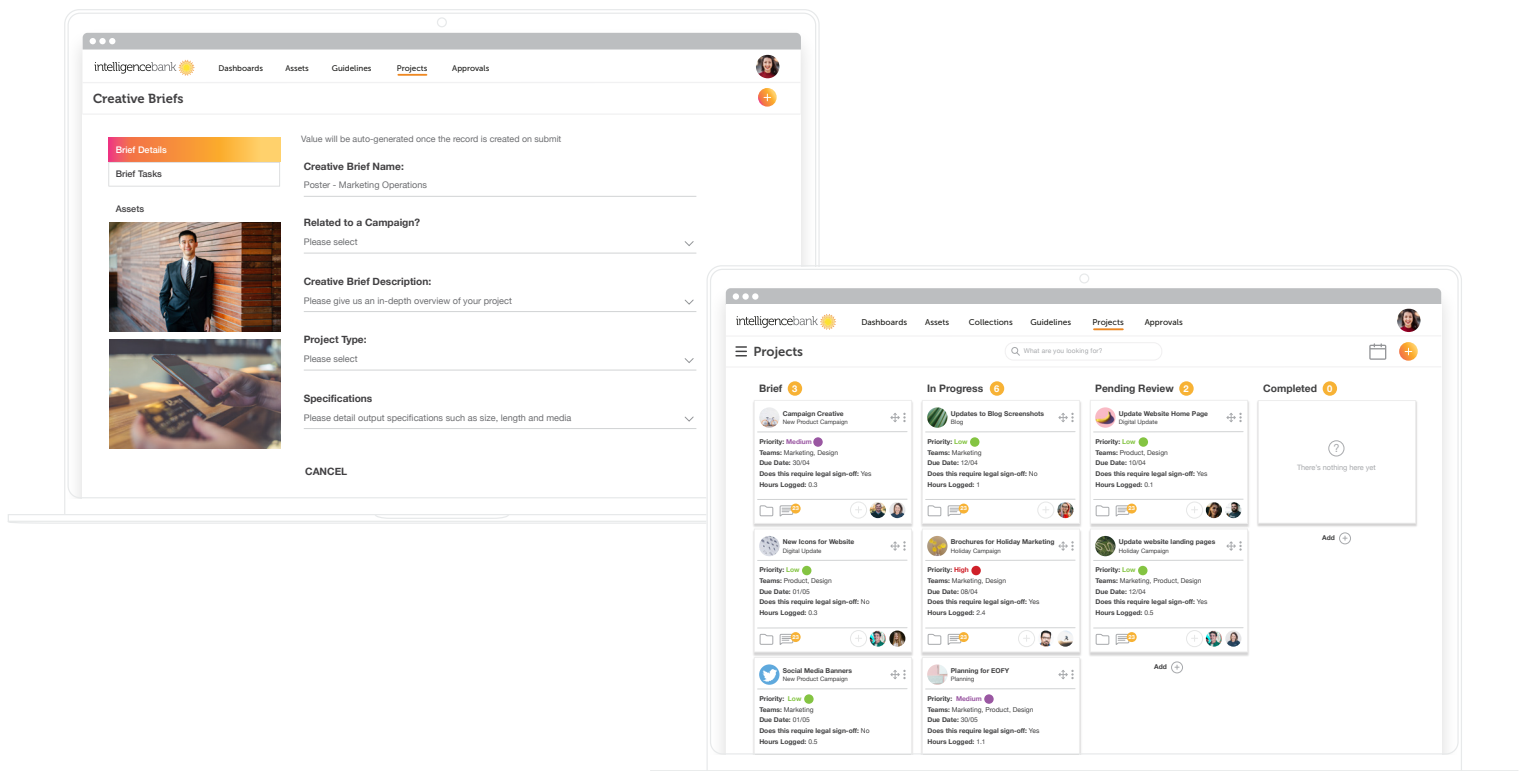
Automated Disclaimer Engine: Empower Your Team With Marketing Compliance

IntelligenceBank's automated disclaimer engine makes marketing compliance everyone's job.

With an automated disclaimer engine, marketing managers throughout the business can self serve and see which disclaimers need to go on which ads, in which states and across specific media - all of which alleviates bottlenecks with legal. When marketers self assess at the beginning of the campaign process, most of the work is already done before legal checks for context and final claims. For example, if there is a print ad with a pricing claim for a brand used in a specific state, the disclaimer could be different from the same version in another state.

Creative Templates: Control Over Local Marketing Design

Creative templates ensure your local marketing stays on brand and looks great, always - without typos, clip art and misinformation.

When you have a geographically dispersed team, ensuring that all creative production complies with your brand guidelines is a huge challenge. By using dynamic creative templates, you can save time, agency fees and enable your retail or local sales teams to customize messaging within set parameters.

Creative templates can help you instantly localize "repeatable" creative such as social media backgrounds or local branch posters while at the same time closing the window of opportunity for staff to produce unapproved, insensitive creative. Created by designers as InDesign files, and approved by your brand team, specific parts of your templates can be locked down while others are left open for customization.

By providing your team with pre-approved templates you will gain greater control over your messaging and brand, as well as significantly time to market and costs spent on design resources.
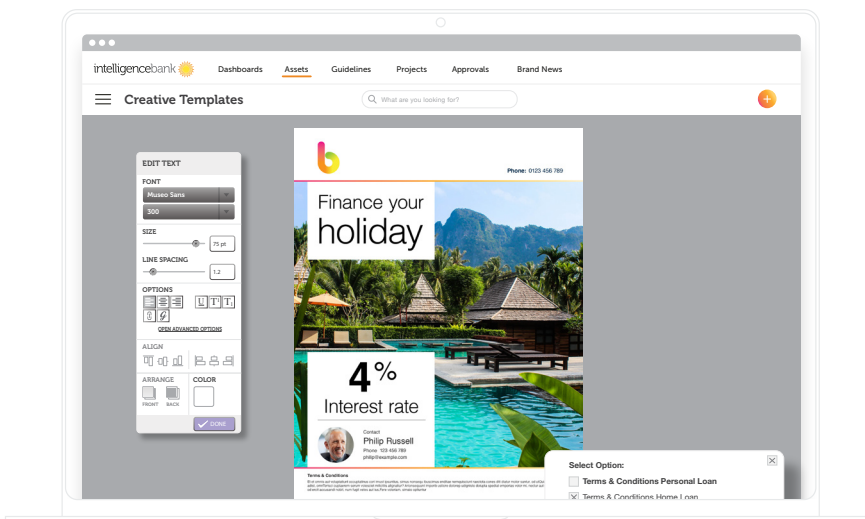
The Outcome

While it's quite straightforward to ensure high profile creative is on brand and signed off by legal, the key to achieving marketing consistency is ensuring all parts of the iceberg - above and below the water line creative - are on-brand and compliant from planning right through to execution.

If there is no process under the surface, then there is no alignment, resulting in a disconnected user experience. These broken communications can result in a compliance breach that can land hefty fines, lawsuits and/or reputational damage.
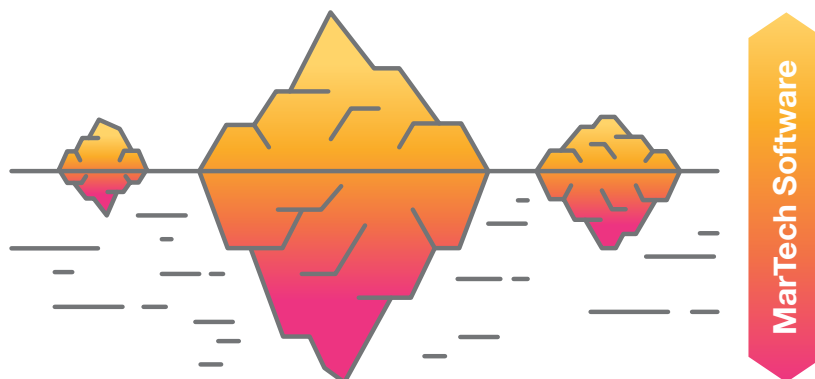
Technology has become a necessary part of the day-to-day operations fundamental to avoiding a marketing compliance breach. It enables financial brands leaders to breathe a sigh of relief knowing they have streamlined processes in place to meet their regulatory requirements.

The solution is to combine a robust digital asset management solution with an online brand portal and a creative compliance process that provides the appropriate checks and balances.

To learn more about IntelligenceBank and how we can **help you protect your very own brand assets, contact us.**

"Marketing compliance works best when it's part of the day-to-day operations, versus it being a diversion in the process. This is where technology can be used to prevent a marketing compliance breach while enabling financial brands leaders to breathe a sigh of relief knowing they have streamlined processes in place to meet their regulatory requirements," concluded Court.

Get to know IntelligenceBank

We are the leading Marketing Operations Software, specializing in helping financial services marketers seamlessly manage brand governance, digital assets, creative content approvals and compliance, and creative project management. IntelligenceBank's beautifully designed platform is used by great brands globally.

If you would like to know more about how Marketing Operations Software can virtualize your marketing operations, our friendly experts are just an email or phone call away.

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