

ANZ DAM & BrandHub Case Study

How ANZ brings brand compliance to life.



Overview

ANZ is among the top 4 banks in Australia, the largest banking group in New Zealand and Pacific, and one of the top 50 banks in the world with a proud history spanning over 175 years. As one of the world's leading financial service groups, ANZ operate in 33 markets with a combined customer base of 8 million customers.

In 2018, ANZ turned to IntelligenceBank to launch their online brand portal as part of their overall marketing operations platform 'MarKit' to showcase brand guidelines and manage brand assets with 50,000 internal and external users within a complex regulatory environment.

In this Q&A, hear from Paul Siedle, ANZ's Head of Brand Identity, where he shares his insights on best practice for brand education and how to take brand governance to the next level with IntelligenceBank's online Brand Portal.

"If you're a brand leader who manages a complex environment of many teams, processes and brands, I'd certainly suggest considering a single system to centralise, approve, standardise and manage your brand assets."

Paul Siedle, Head of Brand Identity, ANZ



Learn how ANZ manages their brand guidelines and shares over 130,000 assets online with 50,000 internal & external users within a complex regulatory environment.

8m

Individual and
business customers



operating in and across

33

markets



international
and diverse
audience
reach



agencies
or vendors

50k

users and stakeholders

Q. Why is an online brand portal important for ANZ?

A. Having brand guidelines and assets online ensures brand elements are being shared consistently and effectively while helping deliver on brand values and promises.

ANZ's online brand portal hosts 130,000 brand approved digital assets such as:



Brand Guidelines



Templates



Typography



Photos



Documents



Icons



Audio files



Logos



The list goes on



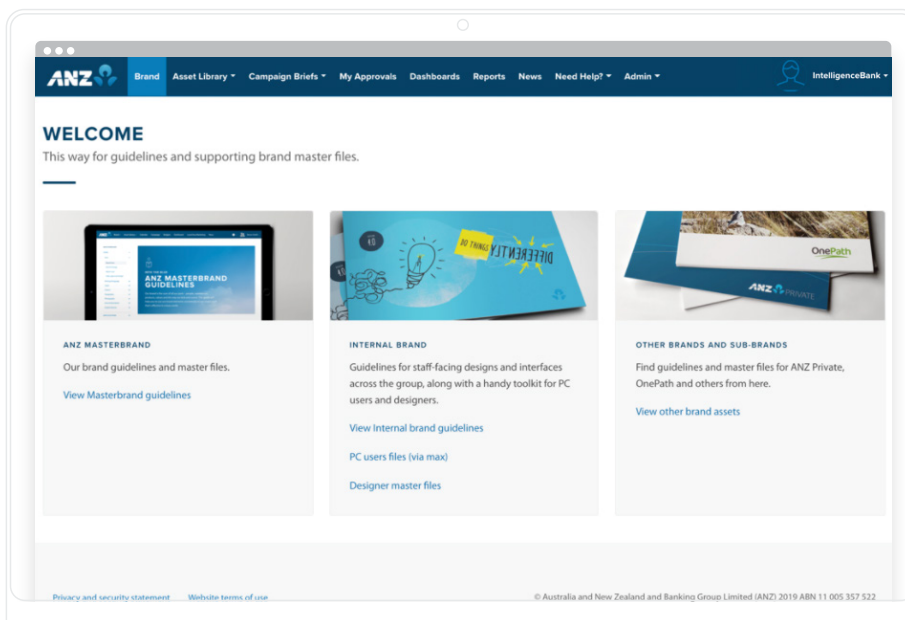
Video



Colour Palette

Q. Why is an online brand portal important for ANZ?

A. Given the high consumption of digital media files across 50,000 internal and external users, it's critical that there is a robust BrandHub in place to digitally showcase brand guidelines and create instant access to approved brand assets such as logos, fonts and brand campaign management templates.

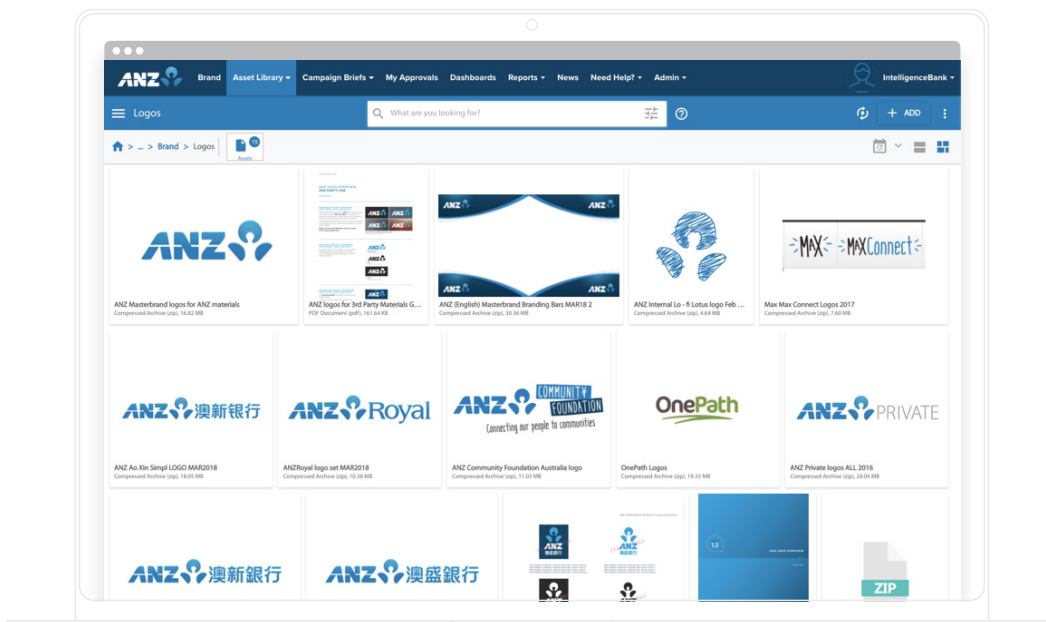


“Having such a powerful system has helped us enable strong inter-functional collaboration and allows me to spend less time on managing requests and more time delivering high quality brand experiences.”

Paul Siedle, Head of Brand Identity, ANZ

Q. Why is an online brand portal important for ANZ?

A. Since ANZ works in a highly regulated environment, managing brand compliance from a design, legal and regulatory compliance perspective is critical as an enterprise brand to continue to build brand equity.



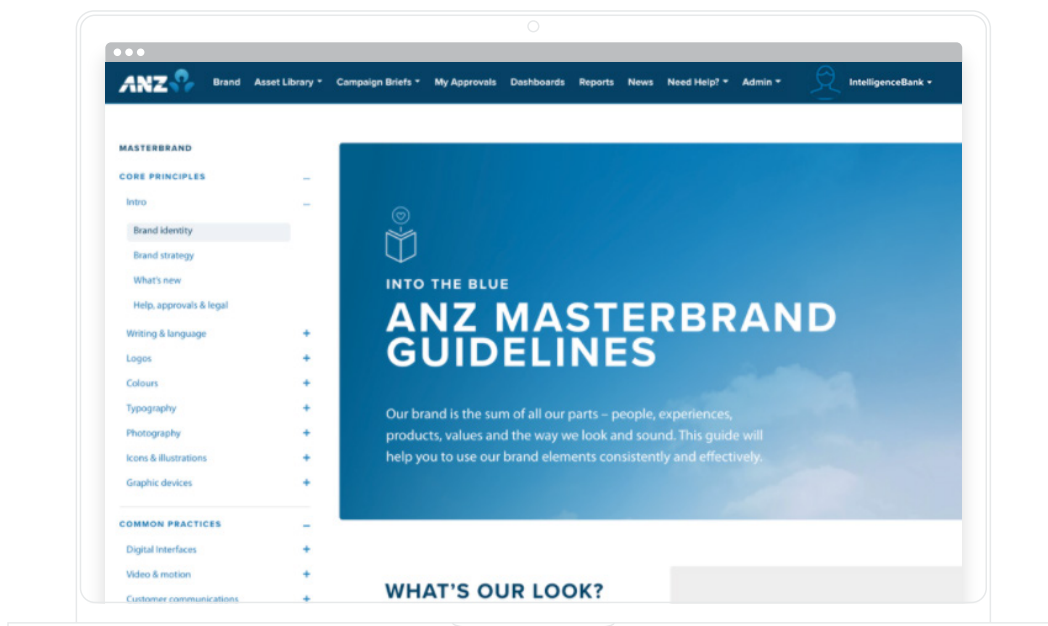
IntelligenceBank's online brand portal and digital asset solution helps do just that by making it easy to centralise and share brand assets with the entire team - including external partners and third party agencies. By having guidelines and assets centrally located with appropriate access rights, it provides reassurance that the ANZ brand won't be compromised.

In addition - working in a highly regulated and competitive industry - no one can afford to use incorrect file versions or waste resources on content duplication. So having a digital solution that can host, manage, share, repurpose, automate and track brand assets is critical in making sure that ANZ is publishing offerings in a way that's up-to-date, relevant and meaningful.

Q. By adopting an online brand platform, what problem did it solve for you?

A. ANZ provides banking and financial products and services to around eight million individual and business customers, and operates in and across 33 markets. Given the international geographic footprint and diverse audience reach, digital brand guidelines and asset solution enables 90+ agencies/vendors, 50,000 users and stakeholders to be able to find up-to-date brand assets remotely, quickly and securely.

The online brand portal is integral in solving three key needs: broad access, improved efficiencies, and remote brand control. By having brand guidelines available online, it ensures maximum mileage and return from all existing assets and content.



Access and permissions are integral components to the software solution and ensures that each individual user is granted the correct level of access.

The access and permissions' feature allow ANZ to easily and securely distribute approved creative assets to external and internal users with efficiency and without compromising the brand.

Take for example, ANZ's sponsorship commitments. The platform acts as a central location where they can share approved co-branded logos, guidelines and campaign assets and grant access with their third party partnerships.

Get to know IntelligenceBank

Managing brand compliance from a design, legal and regulatory compliance perspective is critical for anyone serious about developing brand equity and value over time.

IntelligenceBank's online brand portal solution helps you do just that - not only do we make it easy to centralise brand assets, but our online brand guidelines and workflow approvals ensures your entire team - including external partners and agencies stay on brand.

If you would like to know how our BrandHub software can help virtualise your marketing operations, our friendly experts are just an email or phone call away.

sales@intelligencebank.com

United States / Canada (855) 241-0150

APAC +61 3 8618 7800

UK / Europe +44 20 7048 0611

