

BRANDS ♦ APPLIED™

Rebranding: there's an app for that.

27 NOV 2020 – a 2 or 5 min. read.

Brands Applied

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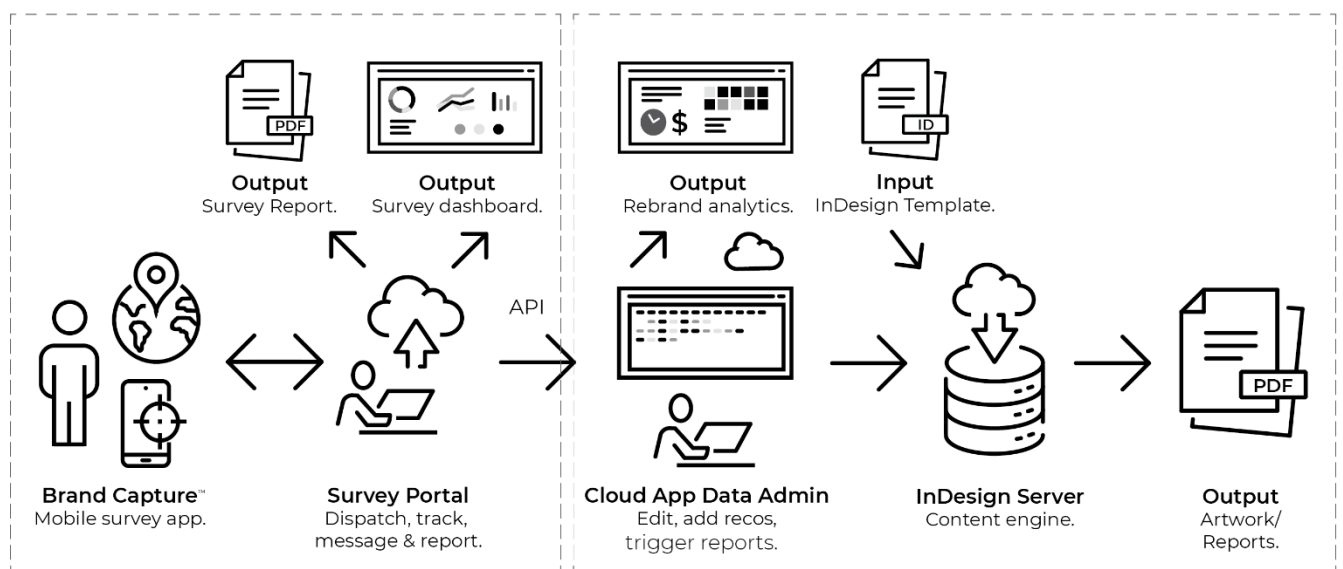
Brand Capture

A well planned and managed rebranding initiative is reliant on good quality branded asset information, to understand the scope, potential cost, and timing of the conversion. But how to go about collecting existing condition data accurately, rapidly, and cost effectively?

The Brand Capture™ app is ideal for efficiently and consistently gathering what's involved – from initial sampling to complete inventories that are needed to make informed decisions about a rebrand program.

Just as important, it is the first step in an integrated technology platform to quantify, analyze, inform, manage, report on and convert your brand. This includes project management software (e.g., Gantt charts), custom workflows, automated notifications, sophisticated data analytics, simple review and approval features, real time dashboard reporting, and even artwork automation.

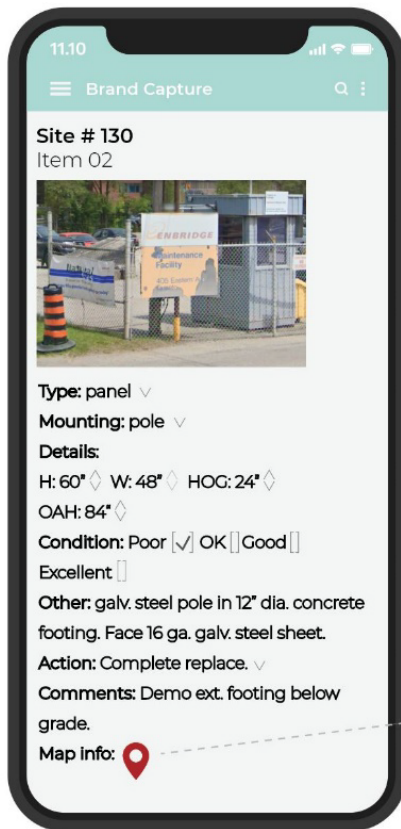
Brand Capture structure and automated outputs.



Survey app and cloud portal alone

Collaboration app added for data management and automation

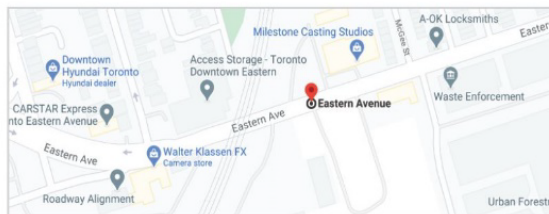
A screenshot of the Brand Capture interface.



Zoom



Click



To try out or see a demonstration of the Brand Capture platform, please call or email us: 647-823-7001, contact@brands-applied.com.

The details:

It starts with a custom configured, user friendly mobile app (without IT development) that facilitates consistent data gathering, whether done by internal resources or a third party.

Surveying is managed through a cloud-based portal that controls the distribution, monitoring, collection, and consolidation of the data collected. Even at this point, automated dashboards summarize real-time status and analytics of what is being gathered.

Rebranding projects come in all shapes and sizes. Some are relatively contained to things like reception signs, while others include huge campuses with dozens of signs per location – not to mention the multitude of other branded items involved.

We believe in tailoring solutions to the task at hand and working with the appropriate resources (internal or external), rather than the force-fitting premade tools. Our app can be sent to or downloaded by your local staff or authorized third parties.

The good news is, when leading platforms are used as a starting point, the best of both worlds is possible. **You can have highly customized tools, with proven functionality and infrastructure, but little or no development costs – leveraging the best of existing tech offerings, that are already integrated.**

When regular suppliers and agencies claim to have created their own excellent data gathering, project management and workflow tools: they either actually provide poor ones or have “white-labelled” someone else’s solution and are marking up the cost. For example, how can a boutique firm claim to have better collaboration software than a Silicon Valley “unicorn?”

At Brands Applied, we believe in being transparent about the leading apps we use to provide an end-to-end technology solution for your rebrand. The **real value** comes from selecting and integrating the right tools, defining the process, asking the right questions, and knowing what answers to deliver.

Key features:

- **A single web portal** including:
 - **Flexible survey building** with dozens of standard drag and drop fields for multiple media types (images, videos, interactive maps and floorplans, detailed instructions and training videos, drop down lists, and image annotation) but with easy to add custom fields.
 - **Managed data gathering**, starting with the dispatch tool, then, tack, monitor, respond to users, escalate issues, review incoming info, and measure surveying performance.
- **Intuitive** interface for internal users and professional vendors alike, to easily create consistent data.
- **GPS coordinates** (geo-tagged interactive maps) and timestamping automated for each branded asset. Image meta-data is fully maintained.
- **One click PDF survey reports** for each location.
- **Data transfer** to Excel, CSV, etc., and direct API connection to cloud based apps (e.g., Google Sheets and Smartsheet) or corporate server.
- **Offline data gathering** without a connection to the internet or mobile network.
- Seamless **cloud upload** (when Wi-Fi available) of completed surveys that interfaces directly with the survey management portal.
- Android and iOS smartphone/tablet **compatible**.
- Thoroughly tested **enterprise grade security** to avoid unauthorized network access, malware, or access to proprietary data.

We would appreciate the opportunity to discuss and demonstrate our app-based data gathering approach and the importance of subsequent integration. Please call or email us: 647-823-7001, contact@brands-applied.com.

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