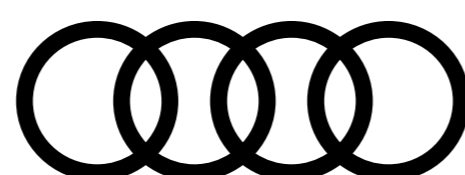# Plan

Plan and Collaborate

papirfly

Global brands trust Papirfly

IBM

"Life without Papirfly would be stressful. It would be slow, time consuming, and costly. Papirfly has enabled us to have a system in place where we can create assets that we need very quickly.
We can go to market much faster, we can react to our business and our clients a lot quicker, and it is also extremely cost effective."

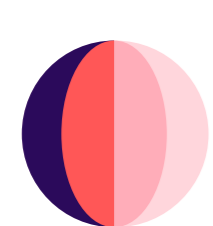**Jo Bedford**
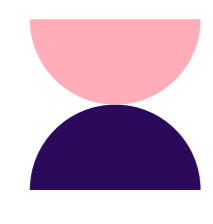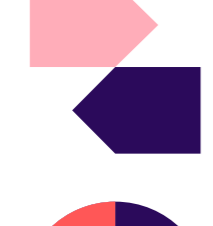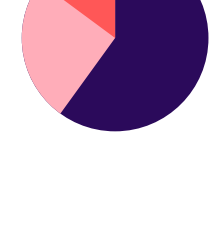Global Recruitment Branding Manager, IBM

How can Papirfly empower your brand?

We believe every enterprise should be able to provide tools to teams, so that the brand can be delivered to customers exactly as it was intended to be experienced.
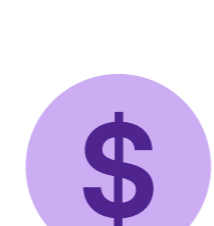
At Papirfly, for over 20 years we've been driving innovation in brand management software to support brands in delivering consistent, multichannel experiences for their customers.

We empower people to unleash their brand.

How teams work today:

Customers are experiencing inconsistent and diluted branding across touchpoints

Stressed teams aren't getting the marketing materials they need or quickly enough

Too much already-limited budget is being spent duplicating work and on multiple tech solutions

Assets are not centralised or trackable resulting in loss of data to analyse budget spend

We know what brands need:

Global brand governance now and for the future with guaranteed consistency at every touchpoint

Faster go-to-market, creating assets in-house with the flexibility for on-brand, hyper-local messaging

Increased ROI, saving money on every asset produced, creating space for teams to focus on strategy

We give you the tools to:

- ✓ Do more for less
- ✓ Produce all assets in house
- ✓ Create with no previous design skills
- ✓ Achieve 100% brand consistency
- ✓ Reach all markets, in any language
- ✓ See a complete bird's-eye view of your branding and marketing efforts

Trusted by the world's most recognisable brands

1M+
regular
Papirfly users

600+
brands using
Papirfly worldwide

Discover our all-in-one brand management platform

Place
Manage and Share
Digital Asset Management

Produce
Create and Activate
On-brand templating

Point
Educate and Control
Brand guidelines

Plan
Plan and Collaborate
Campaign execution

Plus
Integrations
Seamless UX

Prove
Measure and Optimise
Enterprise-grade analytics

Unleash your brand with Papirfly

Our brand management platform enables complete brand adoption, and the creation of unlimited on-brand assets with our suite of enterprise-grade products - building brand equity and long-term customer loyalty.

Point

Educate & Control

Support global teams to understand your brand, through clear guidelines, official assets, core values, and more from oneonline access point. Go local with unique hubs with local languages and nuances.

Place

Manage & Share

Centralise all assets with a dedicated DAM solution, categorising content for global and local usage in onesecure place for all approved material. Ensure every location has assets that serve their unique audience nuances.

Produce

Create & Activate

Guarantee 100% brand consistency with design templates aligned to brand guidelines and produce infinite studio-quality digital, print and video assets. Empower everyone to personalise to their audience using localised images, video and text options.

Plan

Plan & Collaborate

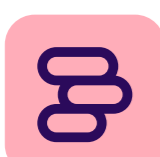Achieve your bird's-eye view of all campaigns and activities, displaying status, budgets, contacts, and official design templates for use. Ensure every location utilises workflows that drives campaign responsivity.

Prove

Measure & Optimise

Analyse marketing activity via your dashboard, delivering reports and data across your business. Ensure local sites get feedback on best-performing content across the business, and give them data to let them know when their efforts are driving brand strategy success.

Plus

Integrations

Papirfly works seamlessly with your agency tech stack – removing hacks and workarounds, improving productivity and organisational efficiency across the business.

FORRESTER®
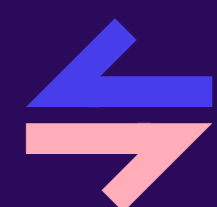
212% ROI
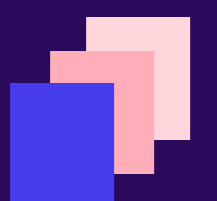
80% reduced effort in asset creation

Enhanced content quality and improved business outcomes

"It's become super crucial for us with more than 50,000 users at the brand portal, both internal employees and external agencies. We are working with a huge number of downloads of all of the assets."

Interviewee from pharmaceutical

Source: A commissioned TEI study conducted by Forrester Consulting on behalf of Papirfly

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## Prepare your brand for the future. Papirfly your brand today.

Plan

Plan and Collaborate

Launching and keeping track of multiple campaigns across your whole enterprise can be complex. Giving access to every user to see all they need to know, and collaborate in the way that works best for your global infrastructure, ensures you can stay on-brand and on track with your business strategy at every step.
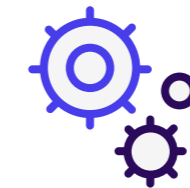
Simplify campaign execution for teams everywhere
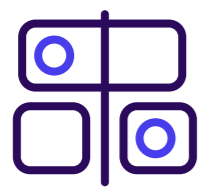
Create activity layouts to organise information so users can see key information to efficiently campaigns

Reduce bottlenecks by implementing notification workflows to make assignment and approval of assets quick and easy

Send DAM assets for single or multiple-stage approval rounds before being published in the DAM archive

Provide real-time information on all activities

Offer users a comprehensive overview of essential processes including the vital information of campaigns, events and other activities. Incorporate DAM resources and continuously present and refresh crucial details as activities develop and progress, encompassing task statuses, budgets, vital contacts, and other essential elements.

Customise campaign data for users' needs

Craft tailored layouts that provide visibility and clearly articulate essential tasks and timelines to ensure efficient campaign execution. Establish hierarchical structures based on user preferences or regional considerations, ensuring adaptability from a global to local perspective, catering to diverse user needs.
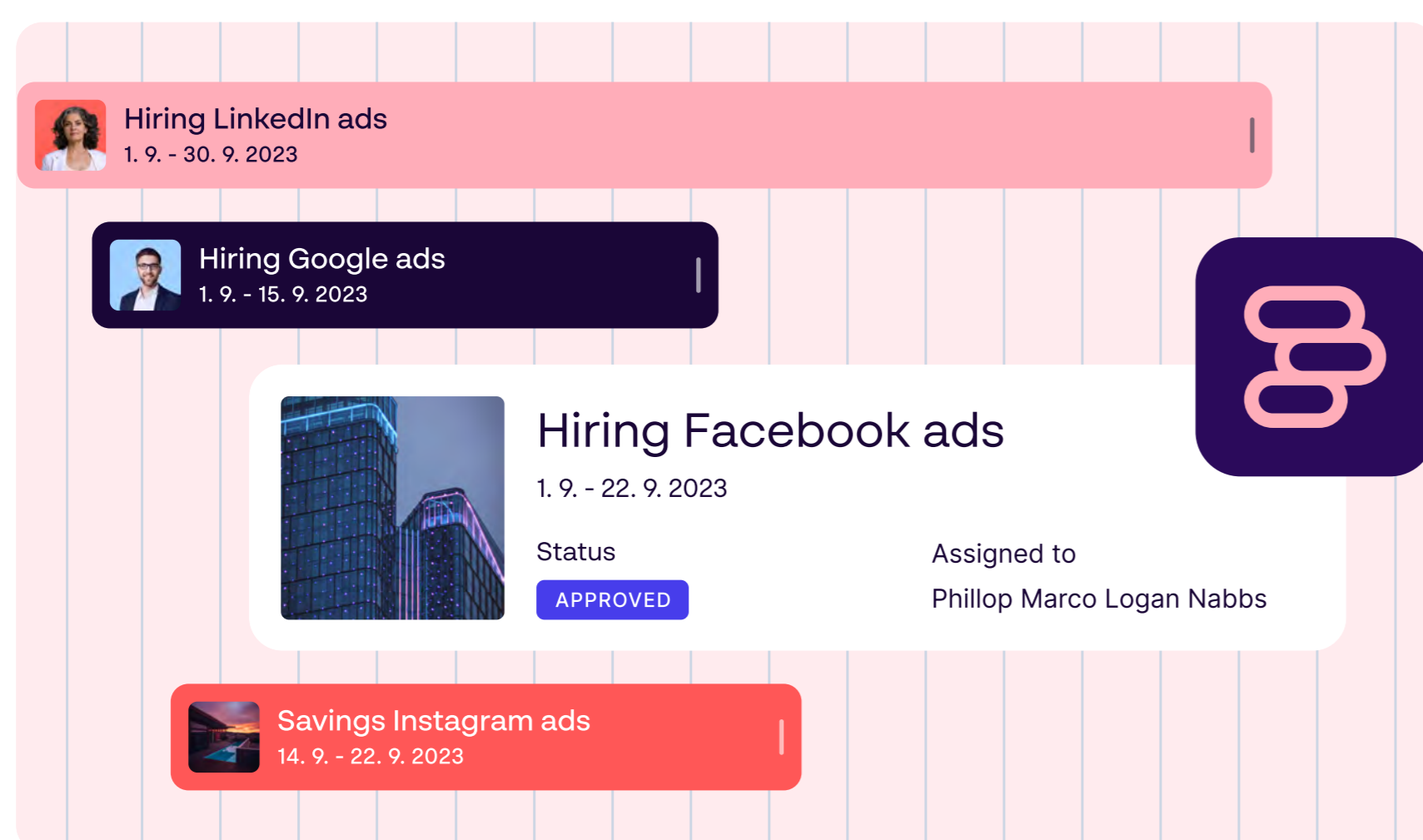
Set rules for efficient content approval

Ensure that as your company grows in complexity, your design workflows are streamlined by synchronising collaborators for improved time-to-market performance. Enable each user in their location to access authorised marketing materials while allowing flexibility for local modifications. Facilitate the approval of external partner projects to ensure seamless collaboration and efficient project execution.

Hiring LinkedIn ads
1. 9. - 30. 9. 2023

Hiring Google ads
1. 9. - 15. 9. 2023

Hiring Facebook ads
1. 9. - 22. 9. 2023

Status
APPROVED

Assigned to
Phillop Marco Logan Nabbs

Savings Instagram ads
14. 9. - 22. 9. 2023
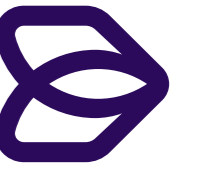
Which teams benefit from Plan?

No matter which team a user is on within your enterprise – from marketing and brand professionals to employer branding, internal comms and HR teams – having a clear view of all campaigns is key to help communicate and activate an organisation's growth and branding strategy.

The clarity that comes with a collaborative solution such as Plan, gives each team the ability to understand and drive business goals from Papirfly's all-in-one brand management platform:

Map how you build your on-brand culture

See all recruitment campaign information and status, as well as mapping internal employee engagement strategies and planned brand advocate activities. Get the big picture of what each country or region is doing to attract, recruit and retain top talent, and ensure workflows are simplified to ensure quick sign off of created assets to help engage, capture and keep the people that will continue to grow your enterprise.
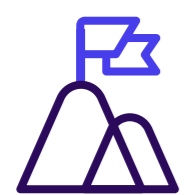
Keep the corporate brand under control

Make sure that product launches, ESG initiatives and campaigns that help serve every aspect of your brand are clearly visible and monitored from a bird's-eye perspective. Ensure your well-crafted corporate messaging is never wasted, by providing each user with live timelines and information, along with clear approval workflows so the campaigns they contribute to can deliver the most impact for growth.
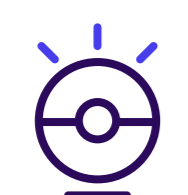
Get the marketing operations overview

Your enterprise could be launching a handful or dozens of campaigns at one time. Whatever your company size, being able to monitor every aspect of marketing and branding efforts increases your ability to become responsive to consumer trends. Allowing you to communicate to teams when they need to pivot, and how by providing the key assets to help steer the campaign toward greater success, achieve a fully collaborative enterprise.
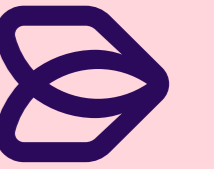
Plan features

|	
Co-op project creation	Set up campaigns with centralised or local activities, mapping hierarchies so every user has all they need to know on specific or a broad range of campaigns.
Activity overview	Set display settings so all activities can be seen in a timeline or list view, with hierarchies showing campaigns, events and more that is relevant to their role, team or location.
Activity layout settings	Compose elements and widgets including time ranges, status, assignees, briefs, budgets, and more, and adjust settings for each element including access rights and validation rules.
Layout builder	Drag and drop layout elements to create bespoke dropdowns, tick boxes and comments sections depending on the needs of a specific single or set of activities.
Project overview	See all designed creatives or assets which are used in the project with simplified information including title, thumbnail, created date, due date, initiator, reviewers and version number.
Approval projects	Create and assign project to a specific designer or agency, allocating reviewers to the material to ensure clear workflows for sign-off.
Email notifications	Set up notifications to ensure all parties know what they need to sign off and when, enabling swift reviews with the ability to add comments.
Material upload	Once material is easily uploaded by an assigned user, all creatives, assets, videos, PDFs and text documents immediately enter the approval loop automatically.
Approval loop completion	Material annotated, commented and approved by multiple departments or stakeholders. If changes are needed, new versions are uploaded.
Review tool	Make comments and annotations on specific material, and view information such as stage name and reviewers overview, with a dropdown for changing the status from Pending review, Needs changes, Rejected and Approved.
Activity updated	Material published and displayed in activities once approved with the activity status and assignee changed, completing end-to-end clarity to all users.

Reviewers

Hanna Donin
Requested changes

Alena Arcand
Not seen yet

Phillip Mango
Approved
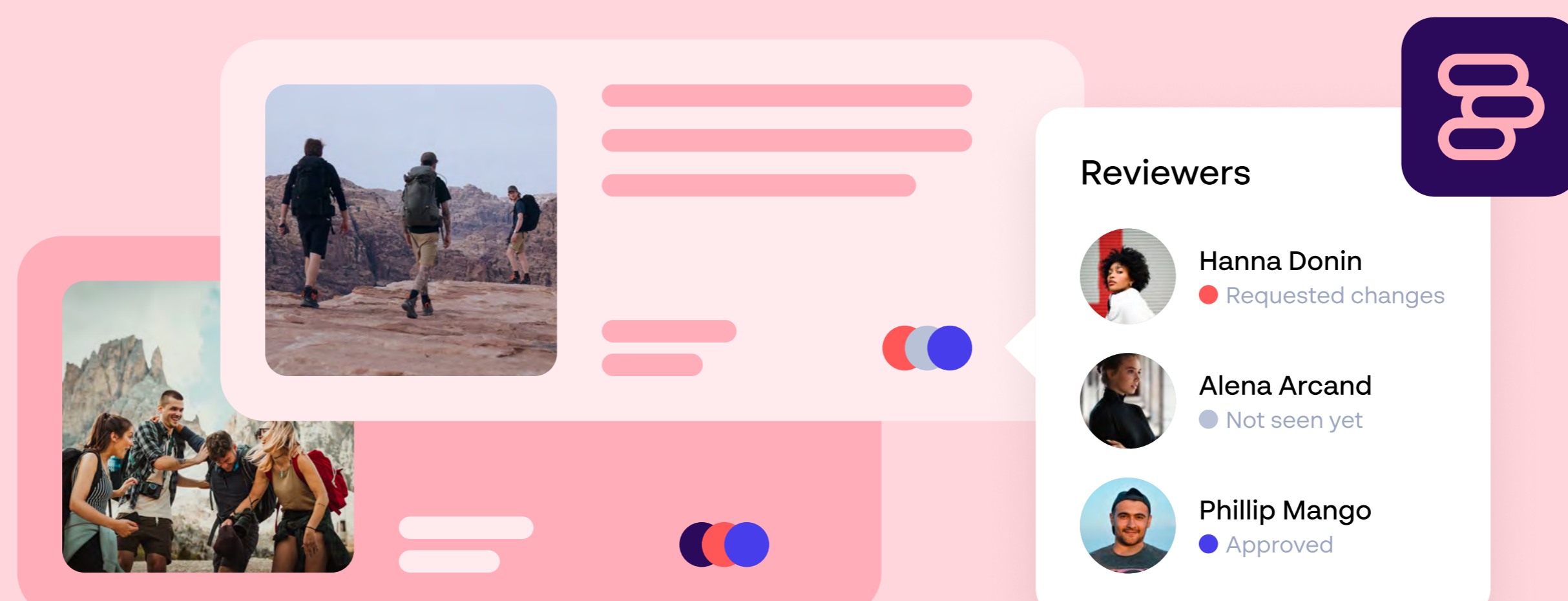
Plan in action

O'Learys is a well-known sports restaurant spread in over 15 markets that is dependent on distributing on-brand and in-store content in all their bars and restaurants. Everything from menus, vouchers, posters and more, but also digital assets like social media banners to promote their events and offerings. Streamlining workflows with unique template technology allowed users to be on-brand and adapt to the local market with ease.
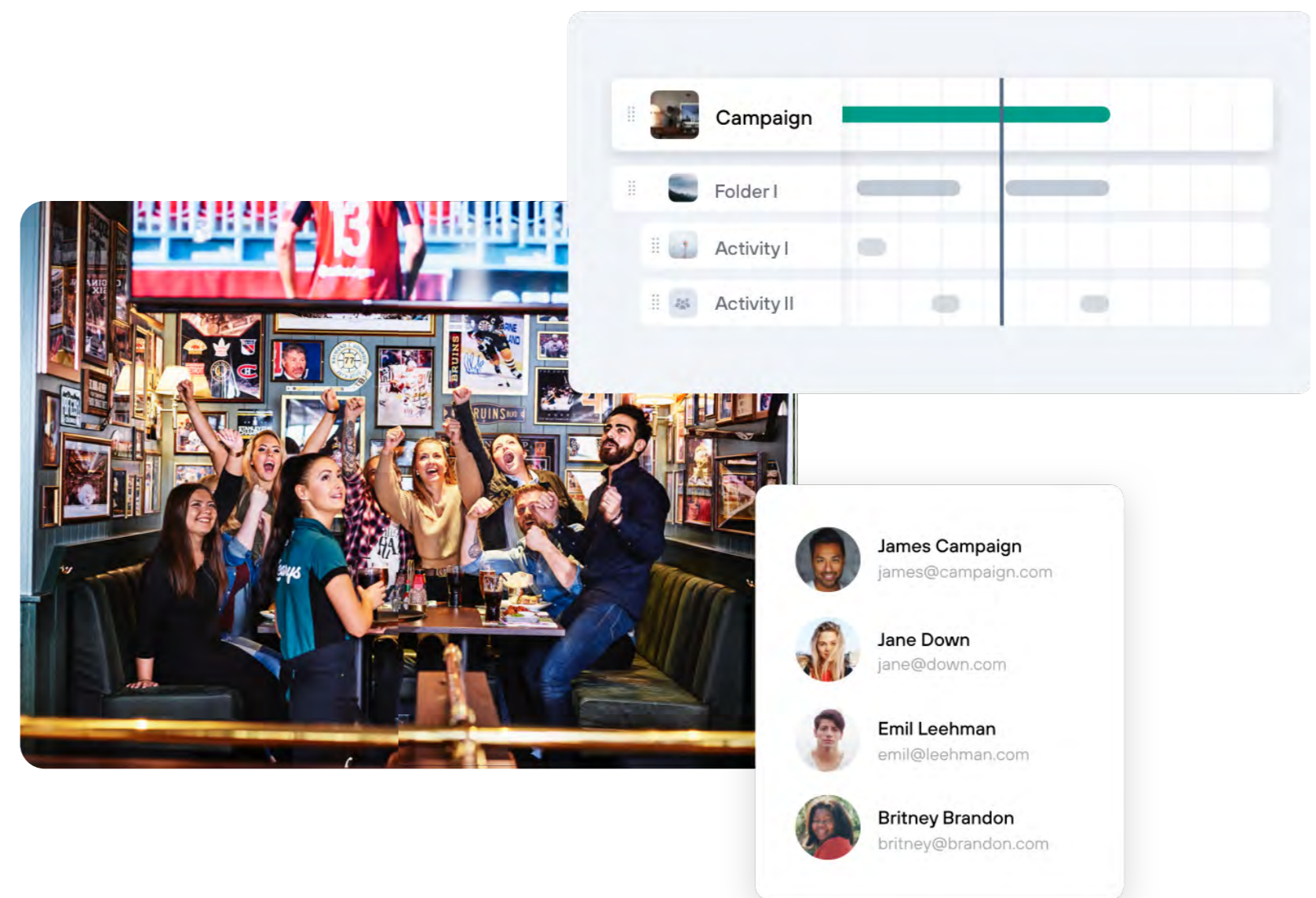
O'Learys

"Our global setup demands fast deliveries of a diverse selection of marketing materials. It is essential that we can deliver on time regardless of restaurant or time zone while staying true to our brand.

Having a brand management platform with everything in one place, is an essential demand for seamless organisational operations"

Mikaela Bäckius
Project Manager Brand, O'Learys

For O'Learys, presence on Facebook, LinkedIn and Instagram is important with time-to-market and timing crucial factors working with social media. To ensure timely presence across all platforms, O'Learys used our campaign execution tools to control their activities. The calendar provides an overview of upcoming campaigns, with correct assets ensuring smooth and efficient execution.

A single online destination for all restaurants to access updated marketing material and be educated on ongoing campaigns empowered O'Learys teams with only a few clicks to get what they need, so they could focus on what really matters – serving their customers and ensuring a great atmosphere in the restaurants.

→ **Learn more**

Plus

Integrations

This product connects seamless with every solution withinin our brand management platform, and to other software applications in your tech stack using our API.

Our integrations include:

REST API

Our REST API enables customers, third party partners and external developers to harness the full power of our products programmatically. Documented in Swagger it's a low threshold getting started. A very cost efficient way when you need to custom tailor any type of workflow.

Asset Provider Service (APS)

APS is a way to serve content from inside a Digital Asset Management archive to external solutions in a SEO friendly way. APS enables our customers to pull primarily images from DAM into other platforms like PIM, ERP or E-commerce sites.

Inriver

Inriver is the Product Information Management (PIM) system that's designed to drive revenue. We synchronise bi-directional product data between Inriver and our Digital Asset Management product Place. Enabling seamless and transparent communication between the two systems.

Office Connector

Easily drag and drop any asset (images, videos, graphic etc.) from the Digital Asset Management directly into one of Microsoft applications like Word, Powerpoint or Sharepoint - without leaving the platform.

Templafy

Already using Templafy in Microsoft? Papirfly's Digital Asset Management is integrated with Templafy, so you can pull images and assets directly into your Microsoft Office application.

Optimizely

Our native Optimizely connector ensures you can quickly publish images and assets from our Digital Asset Management directly into your Optimizely site without hassle.

CI-Hub

Papirfly is integrated to CI-hub for customers to easily publish assets and images from our Digital Asset Management product to several tools like Microsoft Office applications, Adobe Creative Cloud, Figma and more.

Wordpress

Publish images, videos and other assets to one of the most used Content Management Systems out there, directly from our Digital Asset Management.

Ungapped

Ungapped is a user-friendly Marketing Automation tool for e-mail marketing, SMS, event management and survey where you can quickly pull in any asset from our Digital Asset Management product.
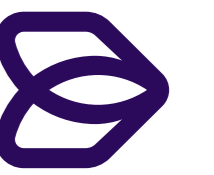
Discover the value of Papirfly

Book a demo

We're proud to serve global enterprises as they continue to grow and extend their operations globally, activating their brand everywhere using our all-in-one brand management platform.

1M+
regular Papirfly users

600+
brands using
Papirfly worldwide

212%
average ROI

Discovering your needs is the first step in delivering you significant ROI. You can see the total economic impact Papirfly could have for your enterprise with our ROI calculator.

We'd love to be able to give you a price, yet our offering is as bespoke as you need it to be. That's why we'd love to speak to you so you can:

- ✓ Chat with one of our experts
- ✓ Have a demo to understand the full capabilities
- ✓ Receive a quote based on your requirements

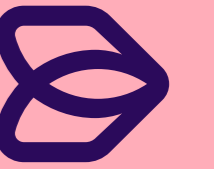## Ongoing collaboration and support with Papirfly

A brand management platform that grows with your business.

Whatever journey your organisation is on, we'll be with you all the way.

If your business needs change – or you need an answer to a new problem – our team can work with you to find the right solutions.
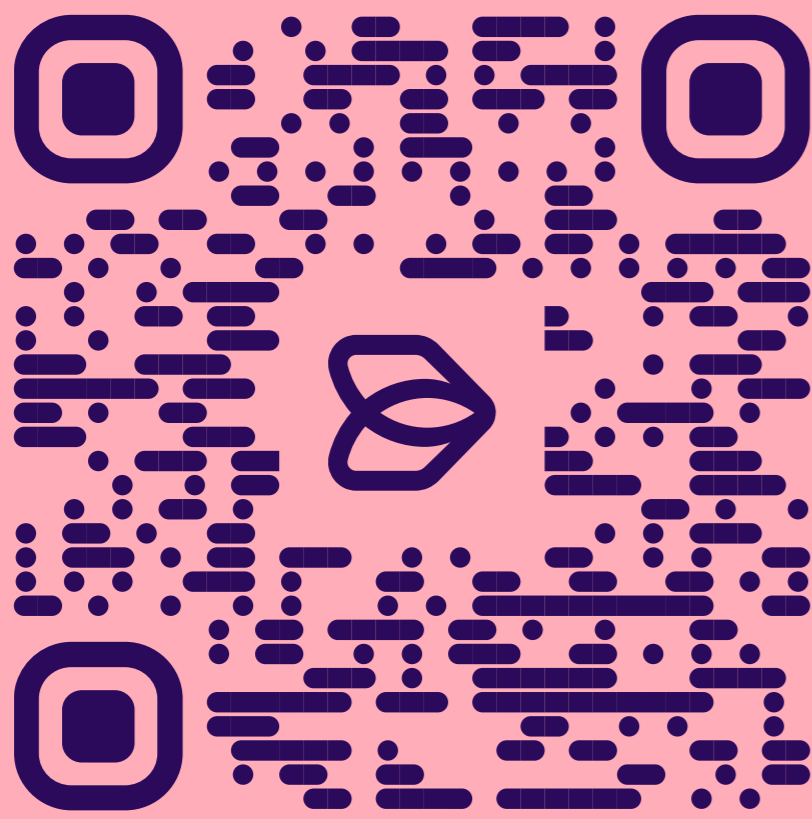
→ **Book a demo**

Empower your people. Unleash your brand.

Discover our game-changing brand management platform.

At papirfly.com you can

- Book a demo
- Explore brand management resources
- Hear success stories from empowered customers

Follow us on:

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0164 Oslo

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Sweden

Kaggensgatan 39
SE 392 48 Kalmar

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