

# BRAND REGARD

## MANAGING YOUR BRAND JUST GOT EASIER



## FIND YOUR BRANDING AND MARKETING ASSETS IN THREE CLICKS OR LESS

Brand Regard is an Online out-of-the-box repository for digital marketing material where all relevant partners and clients can access the right marketing data with maximum ease and minimum cost.

Whether someone is looking for material for press, online ads or templates for presentations or business cards they can find it instantly on the web via Brand Regard.

# EASY TO USE

## CLOUD-BASED ASSET MANAGEMENT



FIND, DISTRIBUTE AND DOWNLOAD BRANDING AND MARKETING ASSETS **EASILY AND AFFECTIVELY**

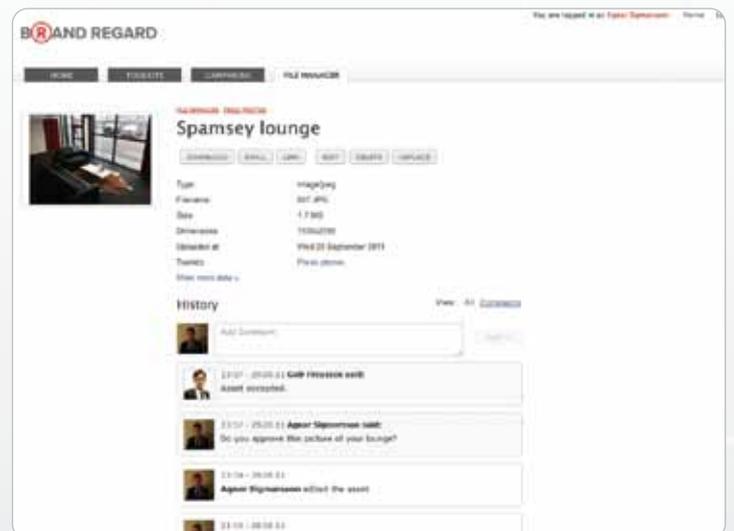
- Stop wasting time: Find your poster, tv ad, flash banner or any other asset in seconds.
- Stop burning DVDs: Easily send large files or a collection of files via email or instant messaging.
- Stay in control: Give access that expires so you have control over who downloads your assets and when.

USE TOOLKITS TO GROUP ASSETS TOGETHER SUCH AS **LOGOS, PUBLIC RELATIONS, STATIONARY, FONTS, BANNERS, NEWSPAPER ETC.**

- Share a certain toolkit with a contact, like your PR kit with a journalist or product-line photos with a distributor.

## WHITELABEL : APPLY YOUR OWN BRAND

Replace Brand Regard's logo with your own or your clients.



## SOCIAL INTEGRATION : STAY UP TO DATE

Comments about assets, requests for changes, new designs: Stay up to date with a Facebook-style news feed, user profiles and email alerts.

# MANAGE MULTIPLE BRANDS EASILY AND EFFECTIVELY

It can take a lot of work managing multiple brands at the same time. You need to be precise and well-coordinated. Agencies use VPNs, FTP servers, or even home-made systems to manage those brands and all their client's assets. These solutions tend to be not as effective as you would want. By using Brand Regard agencies can provide their clients with their own account and manage them together and thereby minimizing the risk of branding failure.



## BENEFITS



Easy integration



Streamline your Brand Management workflow



Instant Time saving



Download and distribute files easily and effectively



All your branding and marketing material in one place. No more time wasted on phone calls, searching on FTP servers, your email, on CDs etc.



Find any marketing or branding material within seconds



## ABOUT THE COMPANY

Brand Regard is owned and run by Transmit, a software company which operates both in London, England and Reykjavík, Iceland.

The company's headquarters is in one of Iceland's main technology hubs with a seaside view to die for. Transmit was founded in 2009 to create cloud-based software for agencies, brands and marketing professionals and among our clients today are international brands and agencies.

We are backed by the Icelandic New Venture Fund and our board consists of professionals with decades worth of experience both in branding and software development.

## A NOTE FROM THE FOUNDERS

Brand Regard was founded with the mission to make it easier than ever before for agencies to offer their clients the best customer service possible at a sensible price. It is our sincere belief that we have achieved that goal.

Backed by our very talented developers we are constantly moving the product forward and developing it according to feedback from our users and the latest technology innovations.

We would love to hear from you whether it be to brainstorm about branding and asset management in general or to discuss about how Brand Regard can make your life easier and your clients happier.



**BRAND REGARD**

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