Brand Guardian

SECTIONS:

1. BRAND GUARDIAN INTRODUCTION

2. CLIENT BENEFITS & OUTCOMES

3. CLIENT USE CASES AND SUCCESS STORIES

1.
BRAND GUARDIAN INTRODUCTION

WHERE OUR STORY BEGAN

We first emerged out of a WT tech Hackathon in Feb 2019 and took its final shape in WPP & Microsoft's co-innovation program COIN in the same year.

The Partnership between Microsoft & WPP Brand Guardian enabled accelerated and advanced:

- Product development streams

- AI & Azure technology expertise

- Go-to-market channels and support

We received advice from experienced Microsoft stakeholders and Cloud Architects to facilitate the conversation between AI product teams and to offer advice on using the technology.

Brand Guardian

The Rise of Curative AI

A subfield of Artificial Intelligence that focuses on the validating and curating of digital content.

Make your content flawless, on-brand, diverse, inclusive, accessible & compliant with all brand and legal requirements.

Every single time!

INTELLIGENT CONTENT QUALITY CURATION

Brand Guardian is a flexible SaaS product, which allows for customized use cases.

It can be used as a **stand-alone product**, embedded within **your DAM,** or as a **connector** for graphic designers or integrated as part of your Production workflow.

Content creation and review processes can now be supplemented with Curative AI to ensure the intercepting and flagging of content that should not be published due to compliance and quality reasons.

Scale it across all brands and partners globally and gives marketing, creative, production, and quality control teams total content quality assurance

Graphics, images, artwork, logo's

Video, social media

Print materials, leaflets, web banners

WUNDERMAN THOMPSON

Brand Guardian

AVERTING RISK WITH BRAND GUARDIAN

Brand Guardian becomes the first step in the asset review process which is followed by human review for final sign-off.

AI performs the initial review and acts as a quality gate that gives an extra layer of protection ensuring that regulatory requirements are maintained.

By installing an AI quality gate into the review process, we ensure that human sign-off is extremely precise and efficient. Lengthy and complicated documents are reviewed by an additional pair of AI eyes that intercept and flag content that seems risky.

If needed, the level of human involvement can be adjusted to ensure the industry requirements are met.

Pre-publication quality gate

AI reviews content & flags suspected pieces to humans
Brand Guardian

→

QA team examine the intercepted assets

→

Final sign-off and publication

Post-publication

AI scrapes existing content (www, social, DAM) and flags issues
Brand Guardian

→

AI examines assets and flags issues
Brand Guardian

→

QC team takes appropriate steps

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Brand Guardian

ASSET VERIFICATION & QUALITY CONTROL ACROSS CHANNELS & ASSETS

BRAND & VI GOVERNANCE

Visual consistency of brand elements on marketing assets

Brand Guardian can verify:

- Logo lockups
- Colour
- Typography
- Artwork design
- Emotions in image & text

COMPLIANCE

Legal disclaimers for regulated industries and specific market requirements

Brand Guardian can verify:

- Audio & Image copyright
- ISI, APA, AMA standards
- LPA, LDA, T's & C's, bylines
- Disclaimers, warnings
- Claims substantiation

ACCESSIBILITY D&I

Assurance that creative reaches the largest possible group of people

Brand Guardian can verify:

- WCAG AAA standards on assets
- Content simplicity (F-K score)
- Sex, ethnicity, visible disability, etc.

TECHNICAL EXCELLENCE

Technical quality of assets to optimise across channels

Brand Guardian can verify:

- Aspect ratios, social channel regulations
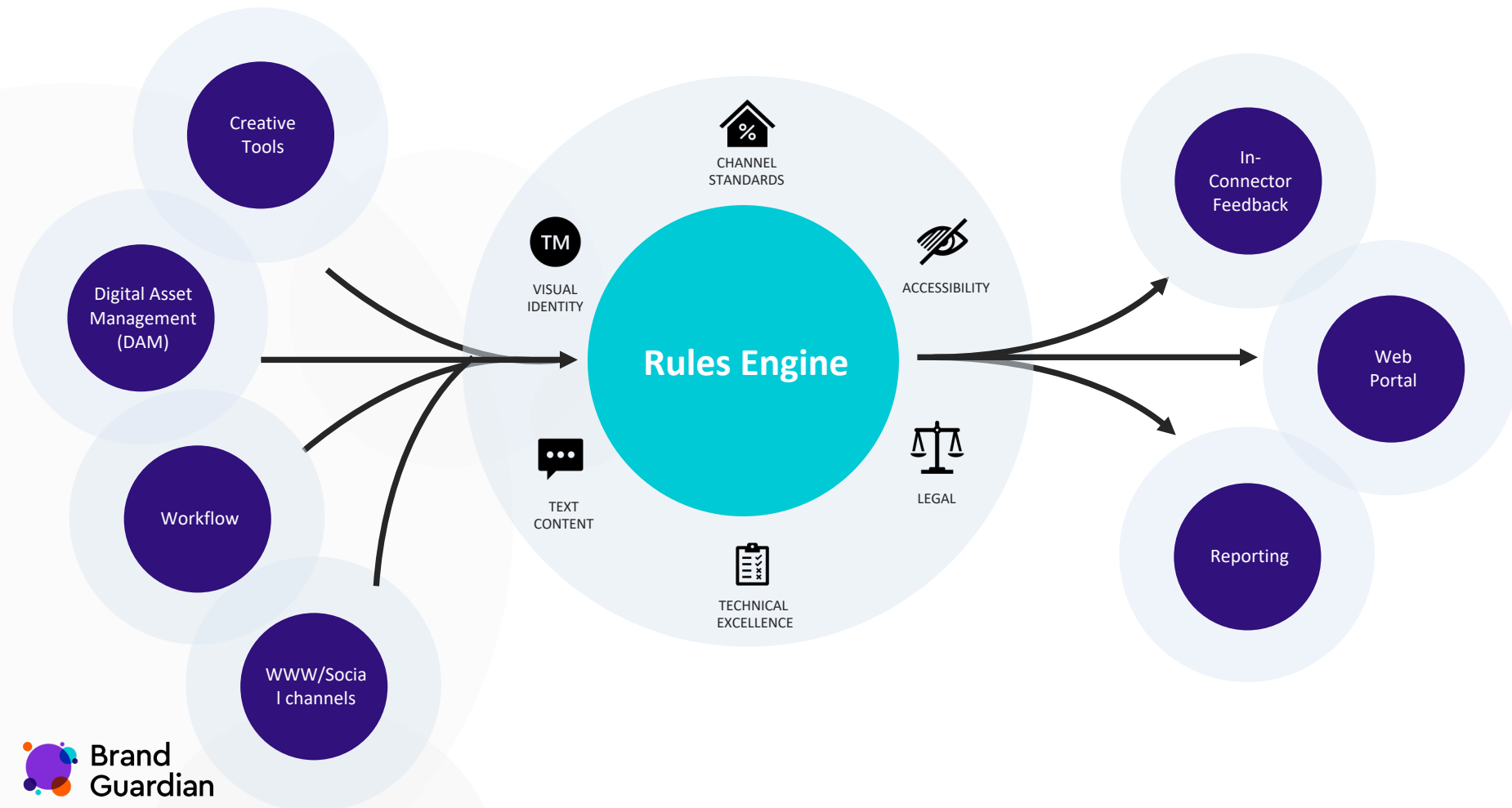- Dimensions
- Black bars
- Sound

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The Brand Guardian Platform

PLUGS INTO PROCESS VIA **CONNECTORS**

ANALYSES CREATIVE BY **RULES ENGINE**

GIVES FEEDBACK IN **WEB PORTAL/DAM**

Creative Tools

Digital Asset Management (DAM)

Workflow

WWW/Social channels

CHANNEL STANDARDS

VISUAL IDENTITY

ACCESSIBILITY

Rules Engine

TEXT CONTENT

LEGAL

TECHNICAL EXCELLENCE

In-Connector Feedback

Web Portal

Reporting

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BRAND GUARDIAN OUT OF THE BOX USE CASES

Co-branding governance

BG is helping in co-branding initiatives, so that marketing assets reflect the partnership agreements.

Brand's Visual Identity

We review brand guidelines (logo lockups, placement, composition, etc) to maintain VI of brands, emotions on image and text
bp

Print QC automation

Avoiding costly misprints in production teams. We flag errors before they are printed (labelling, disclaimers, warnings, picture positioning, font, spellcheck)

Digital QC automation

Check your referencing against predetermined style preferences like APA or AMA (labelling,claims, disclaimers, warnings, font, spellcheck, ISI, font, claims)

D&I

Do your assets represent your audience? Look for age, gender, disability, & ethnicity on your assets to ensure inclusivity!

Accessibility monitoring

Ensure accessibility of assets - text size, content simplicity, subtitles, contrast ratio, etc. with WCAG AAA standards
bp

Share of Voice

Monitor your (and your competitors) share of voice on websites as well as social channels.

Share of Shelf
in brick & mortar shops

We analyse the positioning of products on shelfs of brick & mortar shops, and provide valuable insights.

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Brand Guardian

BRAND GUARDIAN CLIENT SUCCESSES

Brand Guardian enabled BAT to save £400,000 annually in fines and product recalls.

Shell came to understand the proliferation of young, white male representation on their social channels and could begin the task of rebalancing diversity in their content

Brand Guardian protected the logo against misuse, etc. Decreased QC workload **from 40 to 10 minutes**

Brand Guardian automatically checks Dell ads for MDF commitments. Decreased workload **from 1 hr to 3-4 seconds.**

Specsavers ensured that all of their assets are Diverse & Accessible through a health check of their entire DAM

With Brand Guardian recommending potential risks across their creative output, BOSE saw a **40% uplift in creative consistency.**

Monitoring presence of LEGO brand on banners published by retailers (digital shelf)

BG checks referencing against APA or AMA standards, ISI, indications of use, claims and disclaimers, spellcheck, & Branding

WUNDERMAN THOMPSON

Brand Guardian

VALUE PROPOSITION

As a quality gate

Ensure publications of
your regional/local teams are
compliant with global standards !

Retrospective review

Perform a complete health
check of your Brand & content!

An always-on guard

Safe-
guard your brand from copyright
infringements, and unwanted
publications in real-time!

Reduced Time & Cost

Reduced review time per asset
74% - 92% & reduced cost 50% -
83%

Faster delivery

20% faster time to market

Lowered effort

50% approval effort saved

+ WUNDERMAN THOMPSON

Brand Guardian

Brand Guardian

2.
CLIENT BENEFITS & OUTCOMES

WUNDERMAN
THOMPSON

"Our clients use Brand Guardian for different purposes. Some, which are in regulated industries are more focused on quality, others on savings."

WUNDERMAN THOMPSON

Brand Guardian

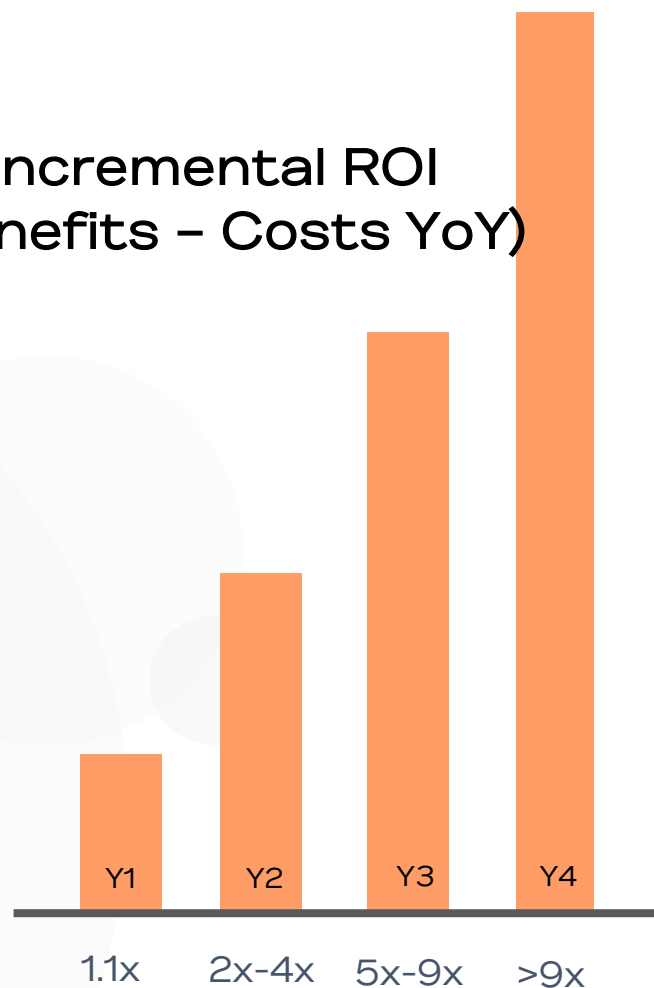# YEAR 1 - OFFSET COSTS, YEAR 2 – EARNING 2X - 4X ROI

Benefits

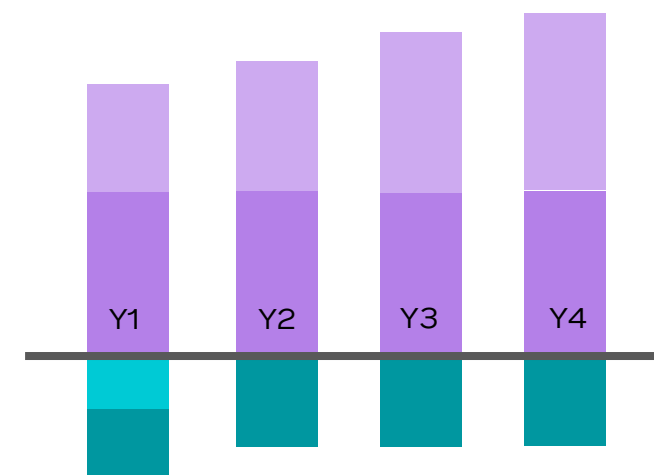- Cost saved on efficiency[1]
- Revenue retained due to avoided risk

Costs

- Implementation
- Subscription

Incremental ROI (Benefits – Costs YoY)

Y1   Y2   Y3   Y4

1.1x   2x-4x   5x-9x   >9x

Benefits / Costs Balance

Y1   Y2   Y3   Y4

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[1] Product is SaaS based so assuming YoY increase in usability, efficiency gains and available rules for client leverage

CLIENT A: YEARLY SAVINGS OF A SWISS MULTINATIONAL STAFFING COMPANY

Topline Summary	Before BG automation	After BG automation	Saving
Total assets checked [yearly]	34,180	34,180	
Approx. time per asset	11.2 mins	2.8 mins	74% = 8.42 mins per asset
Approx. cost per asset	€ 8.08	€ 4.02	50% = $4.06 per asset
Total time [yearly]	6,393 hours	1,598 hours	75% = 4,795 hours
Total Costs	€ 276,105	€ 137,386	€ 138,718.00

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CLIENT B: YEARLY SAVINGS OF A MAJOR TOBACCO PRODUCER

Topline Summary	Before BG automation	After BG automation	Saving
Total assets checked [yearly]	1134	1134	
Approx. time per asset	90 mins	7 mins	92% = 83 mins per asset per asset
Approx. cost per asset	€ 45.00	€ 8.00	82% = $37 per asset per asset
Total time [yearly]	1701 hours	132.3 hours	92% = 1568.7 hours
Penalties [yearly]	€400,000	€ 0	€400,000
Total Costs	€ 451,030	€ 9,072	€ 441,958

CLIENT C: YEARLY SAVINGS OF A MAJOR AMERICAN TECH COMPANY

Topline Summary	Before BG automation	After BG automation	Saving
Total assets checked [yearly]	18,000	18,000	
Approx. time per asset	20 mins	2 mins	90% = 18 mins per asset
Approx. cost per asset	€ 13.3	€ 3.3	75% = $10 per asset per asset
Total time [yearly]	6,000 hours	1500 hours	75% = 4500 hours
Total Costs	€ 240,000	€ 59,400	€180,600

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Brand Guardian

3.
CLIENT USE CASES & SUCCESS STORIES

Use Case

Brand/Legal Approval

Use Brand Guardian as an automated member of your brand team. It can **reduce your brand approval workload** by automatically rejecting assets non-compliant with brand guidelines.

It also **improves the overall velocity** of the process as the feedback is provided within minutes every hour and day.

FACTS & RULES CAPABILITIES

- Branding – logo, fonts, colours, placements
- Copy voice & tone
- Accessibility – color contrast
- Portrayals – gender, age appearance, smiling
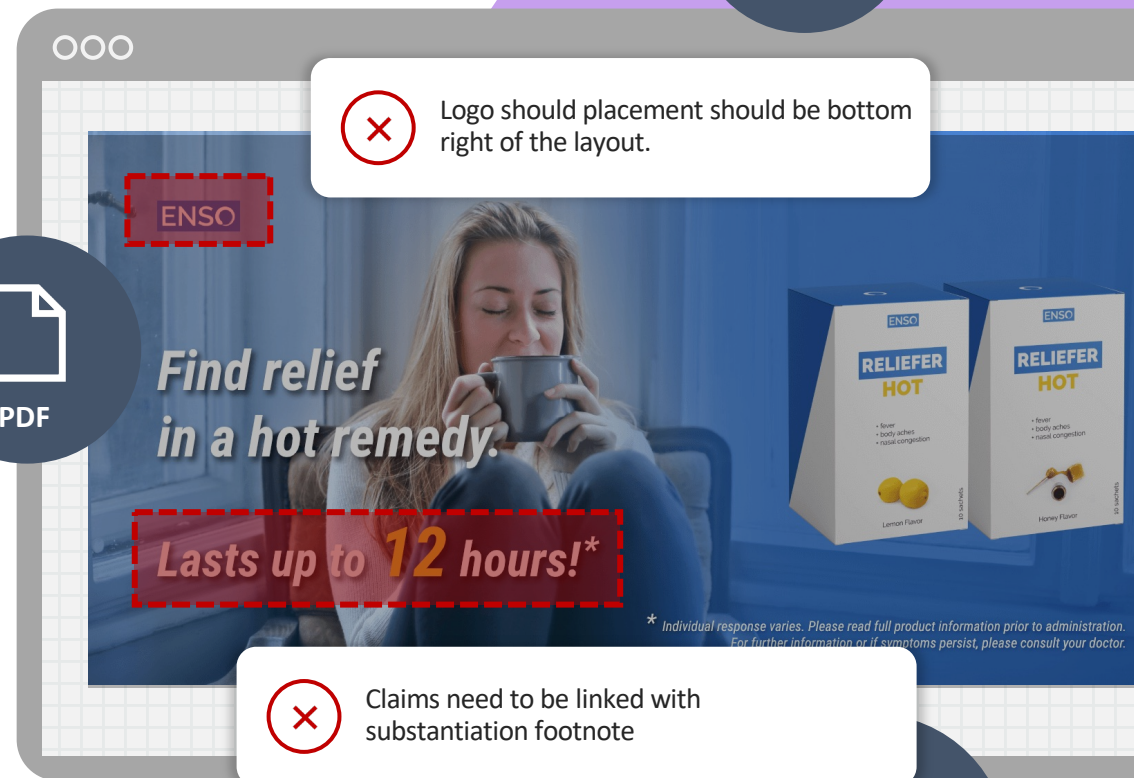- Legal regulations

VIDEO

Logo should placement should be bottom right of the layout.

ENSO

Find relief in a hot remedy.

Lasts up to 12 hours!*

* Individual response varies. Please read full product information prior to administration. For further information or if symptoms persist, please consult your doctor.

PDF

Claims need to be linked with substantiation footnote

STATIC

+ WUNDERMAN THOMPSON

Brand Guardian

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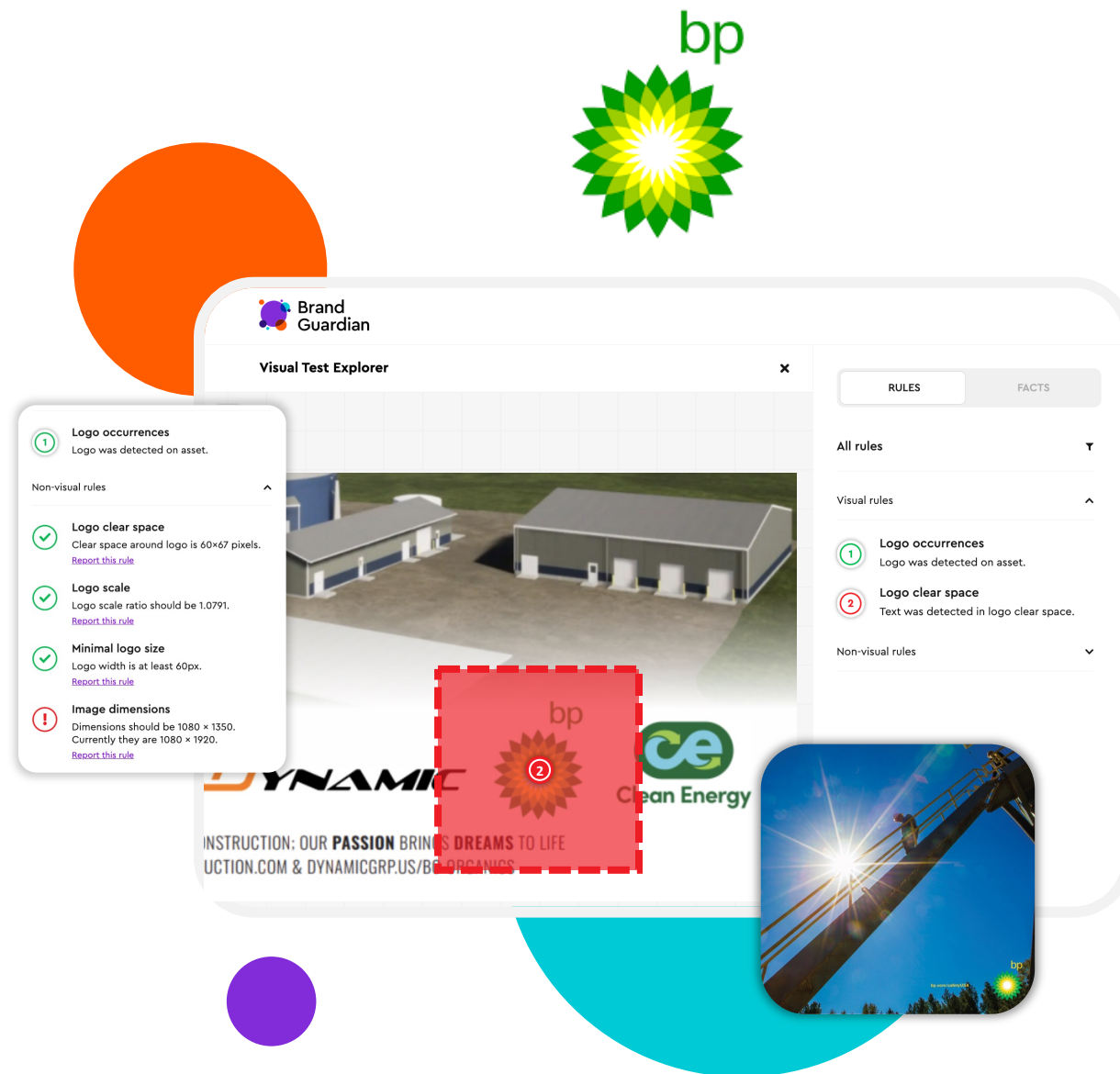## Case Study

bp

OPPORTUNITY

To increase the capacity of global brand team by automating the brand policies.

SOLUTION

The process of verifying brand policy was automated to scan static images, videos, PDF and automatically reject assets that do not meet brand hygiene guidelines leaving more time for brand team to focus on creative work.

DECREASED QC WORKLOAD FROM 1 HR TO 3-4 SECONDS

PROTECTED LOGO USE ACROSS VARIOUS CHANNELS

Brand Guardian

Visual Test Explorer ×

① Logo occurrences
Logo was detected on asset.

Non-visual rules ⌃

✓ Logo clear space
Clear space around logo is 60×67 pixels.
Report this rule

✓ Logo scale
Logo scale ratio should be 1.0791.
Report this rule

✓ Minimal logo size
Logo width is at least 60px.
Report this rule

⚠ Image dimensions
Dimensions should be 1080 × 1350.
Currently they are 1080 × 1920.
Report this rule

RULES | FACTS

All rules

Visual rules ⌃

① Logo occurrences
Logo was detected on asset.

② Logo clear space
Text was detected in logo clear space.

Non-visual rules ⌄

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Brand Guardian

Use Case

Co-branding Governance

Use Brand Guardian as a solution to **make sure that partner brands are being used as in commitments.**

Check competitors presence, sizings and all the rules that could breach contract clauses and **Market Development Funds** agreements.

FACTS & RULES CAPABILITIES

- Measurements & layout

- Branding – logo, colors, fonts

- Partner branding

- Competitor presence

- Brand mention in text, speech

PRINT ADS

ENSO

✓ Brand & partner brand present.

GRAPEFRUIT FOAM

ONLY AT

Walgreens

ALL SKIN TYPES

✓ Partner logo size relative to brand logo size.

DIGITAL ADS

+ WUNDERMAN THOMPSON

Brand Guardian

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Case Study

Dell

OPPORTUNITY

Automating the compliance check of the Intel MDF programme ad to increase its effectiveness and the success rate of MDF

SOLUTION

Brand Guardian was integrated with Dell's DAM to automatically check all the ads (PDFs or static images) for compliance. As a result, Dell could utilise the MDF funds and achieved a high ROI on top of that.

FROM HOURS TO MINUTES IN REVIEW TIME

500+ VARIOUS INTEL PROCESSOR LOGO DETECTED

+ WUNDERMAN THOMPSON
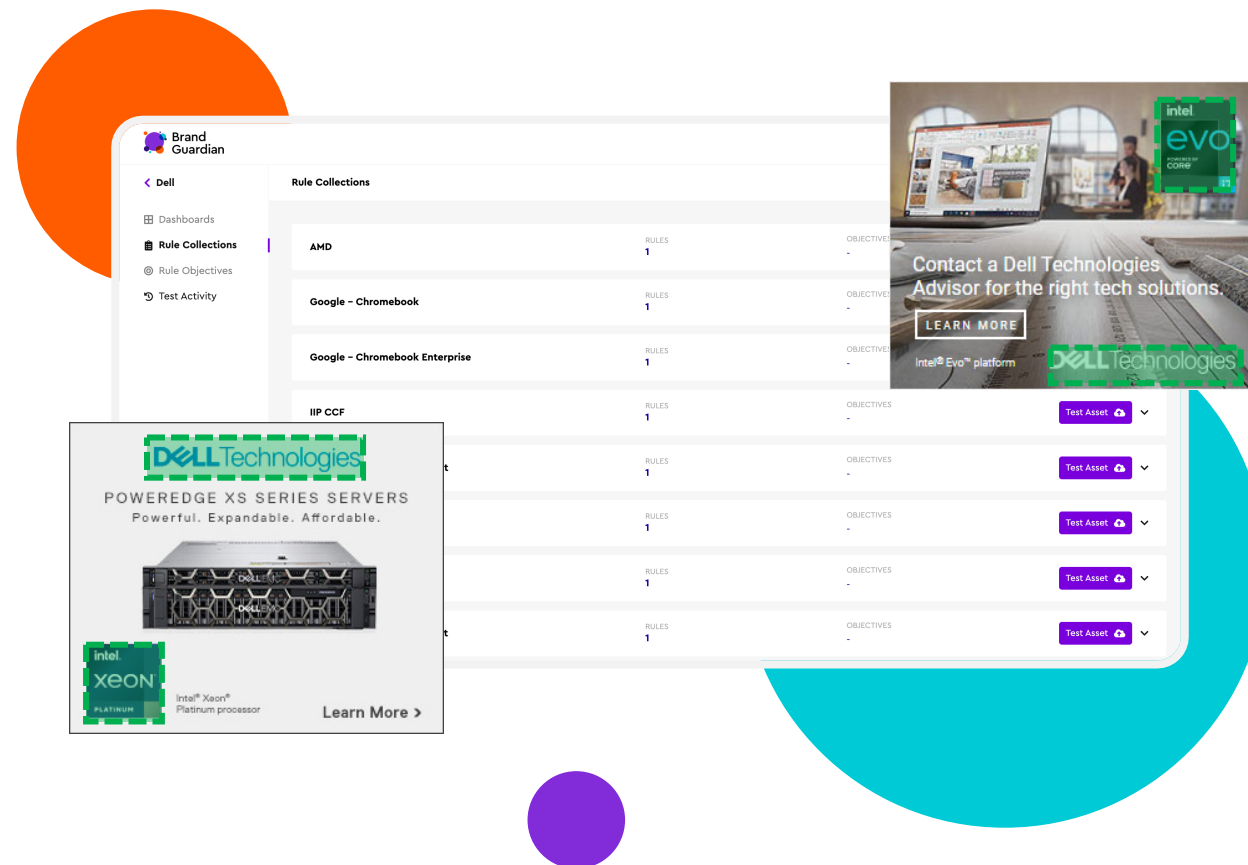
Brand Guardian

Use Case

Print QC Automation

Use Brand Guardian as a solution to **avoid costly errors** in production teams. It can process complicated documents and spot things, which human eyes can often omit.

It **improves productivity,** but also reduces risk of publishing materials with mistakes.

FACTS & RULES CAPABILITIES

- Measurements & layout

- Branding – logo, colors, fonts

- Legal regulations – text & symbols

- EAN, barcode detection

- Reference matching with briefs, product catalogues

Single use plastic symbol needs to be present

Ingredient "water" incorrectly translated into Spanish

+ WUNDERMAN THOMPSON
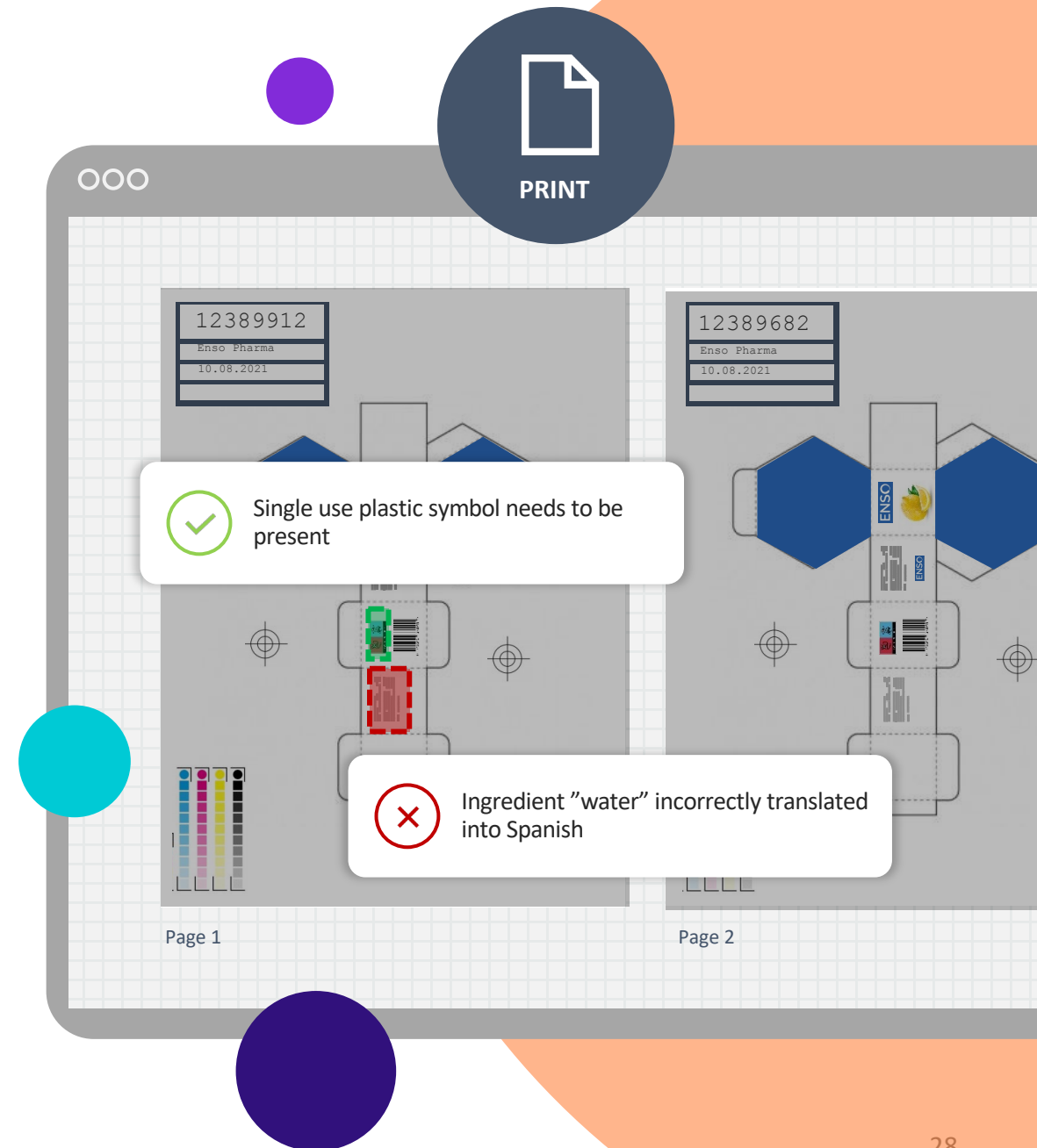
Brand Guardian

Case Study Blackmores

OPPORTUNITY

Automate the approval process of packaging briefs to reduce the number of human errors, potential fines and cost of product withdrawal.

SOLUTION

Custom rules were developed using Brand Guardian teams computer vision and AI expertise to spot mistakes in the PDF files.

70 FIELDS (TEXT & ICON) TO COMPARE AND VALIDATE BETWEEN THE BRIEF AND CREATIVE

IMPROVED THE EFFICIENCY OF THE PACKAGE CREATION

+ WUNDERMAN THOMPSON
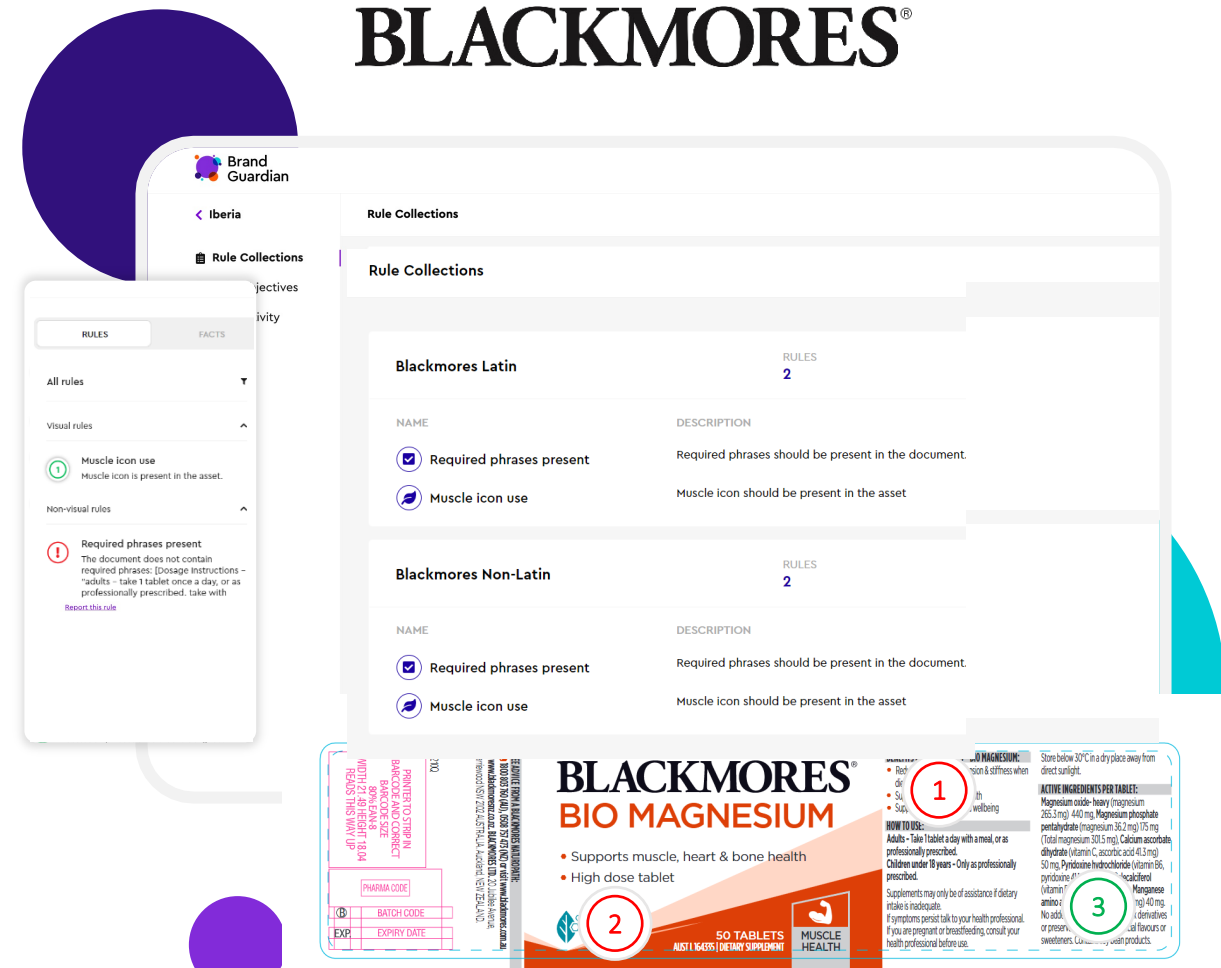
Brand Guardian

Case Study

Blackmores: Sitecore Content Hub + Brand Guardian

SCH: STREAMLINED MARKETING HUB

Sitecore Content Hub has been already successfuly deployed and is used as a central repository of assets.
It's also used to manage the delivery of package artworks leveraging SCH's advanced workflow features.

BG: THE PROCESS AUTOMATION

Brand Guardian has been plugged into the existing infrastructure to test the consistency of asset and the brief (LIF document).
The automation is triggered on the asset ingestion.

+WUNDERMAN THOMPSON

Brand Guardian

Averting compliance risk by introducing automation in the review process

- BAT produce localised, market specific packaging for a range of products and brands across various markets. All of these packages feature individual health warnings in the local language and must adhere to a strict range of rules, regulations and requirements of the local markets.

- These must be followed to avoid government fines, or the removal of the packages from shelf resulting, which combined cause an estimated loss of approximately £400,000 annually based on 2020 figures shared by BAT in the Southern Europe Area (SEA) region.

- The challenge presented to WPP and WTC&T was to create an automated platform which could be fed the correct requirements for each market and check them against a pre-determined set of rules to ensure the packaging is compliant.

+WUNDERMAN THOMPSON   Brand Guardian

BAT
A BETTER TOMORROW

OPPORTUNITY

- Each market has different requirements regarding regulatory labelling, warnings and artwork. Automating the approval process of packaging briefs to reduce the number of human errors and potential fines across SEA markets is a big step in terms of accuracy and averting risk of errors.

- Checks conducted include the copy, placement and style of market-specific warning text, claims, health warnings, forbidden content and age appearance.

- Not only has this improved efficiency, but it has also created a cost benefit by reducing the risk of government fines, or the removal of the packages from shelves – which can result in additional work, further fines and potential revenue reduction.

SIGNIFICANT REDUCTION IN PRODUCT RECALLS & FINES

WUNDERMAN THOMPSON   Brand Guardian

BAT
A BETTER TOMORROW

Case Study

BAT

SOLUTION

To cover the SEA markets, 30 custom rules were developed which were applied through computer vision and AI to spot mistakes in the PDF files before they go to print and take the form of cigarette boxes.

Here Brand Guardian works as a quality gate, that intercepts and flags non-compliant files and artwork to the content reviewers right before publishing.

In effect, BAT has an AI team member that assist humans in their work.

+ WUNDERMAN THOMPSON

Brand Guardian

Case Study

BAT

Deliverables

As of now, human activity has been supplemented by AI, thanks to which there is an extra layer of security ensuring regulatory compliance of print materials.

Brand Guardian has intercepted up to 8 compliance violations on files that were previously approved by humans for publishing.

8 COMPLIANCE VIOLATIONS SPOTTED IN FILES APPROVED FOR PRINT

IMPROVED THE EFFICIENCY OF THE PACKAGE CREATION
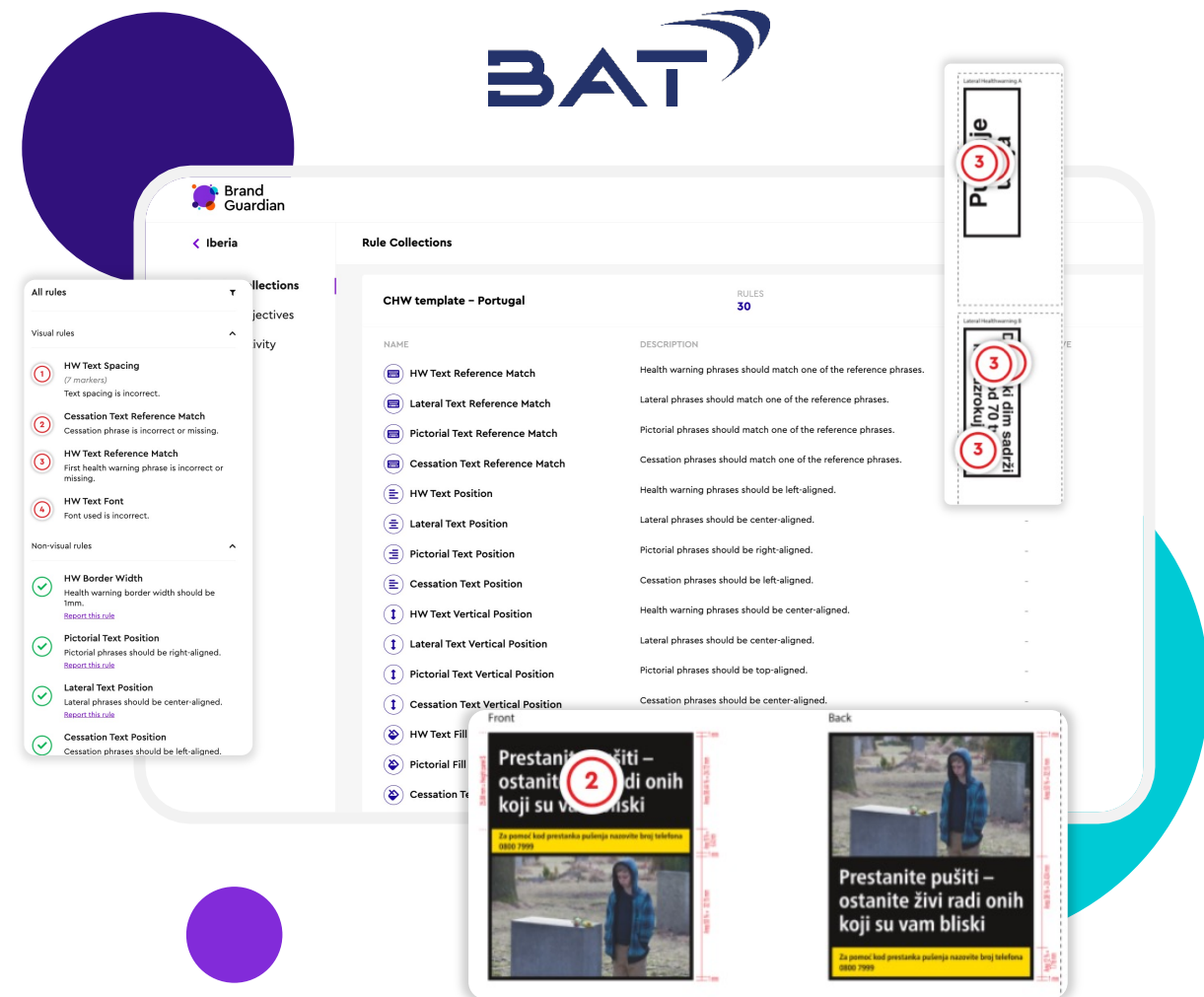
Streamlining the legal review of digital marketing materials – BAT EasyLex

- BAT commission production of thousands of marketing materials, each of which has to be reviewed and approved, not only against brand compliance, but also against regulatory requirements in order to protect the business from fines, and BAT Marketing Principles to ensure the brand message is in line with the company values

- The creative and approval process therefore involves creative agencies, as well as branding and legal teams, which makes it difficult to successfully coordinate workload and results in highly specialised lawyers providing feedback to tens of designs every day

OPPORTUNITY

- WTT set out to develop a quality gate that assists legal team members providing feedback to the creative and branding teams before the content is handed over for final legal sign-off

- Checks conducted include the copy, placement, image category, age of people featured in the ads, regulatory symbols and claims

- Not only does this improve efficiency, it also reduces the risk of government regulatory fines, and ensures the BAT brand message is consistent with the company values

SIGNIFICANT REDUCTION LEGAL TEAM'S WORKLOAD

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Brand Guardian

BAT
A BETTER TOMORROW

Case Study

BAT EasyLex

SOLUTION

As a Proof of Concept, custom rules were developed covering regulatory and internal marketing requirements assists legal team members, for LEX approvals on marketing materials for BAT in Spain

The next phase is planned to include implementation of a workflow tool, which will make the overall approval process seamless for all the involved teams, and further plans include rollout to other global markets.

REGULATORY REQUIREMENTS

BAT INTERNATIONAL MARKETING PRINCIPLES
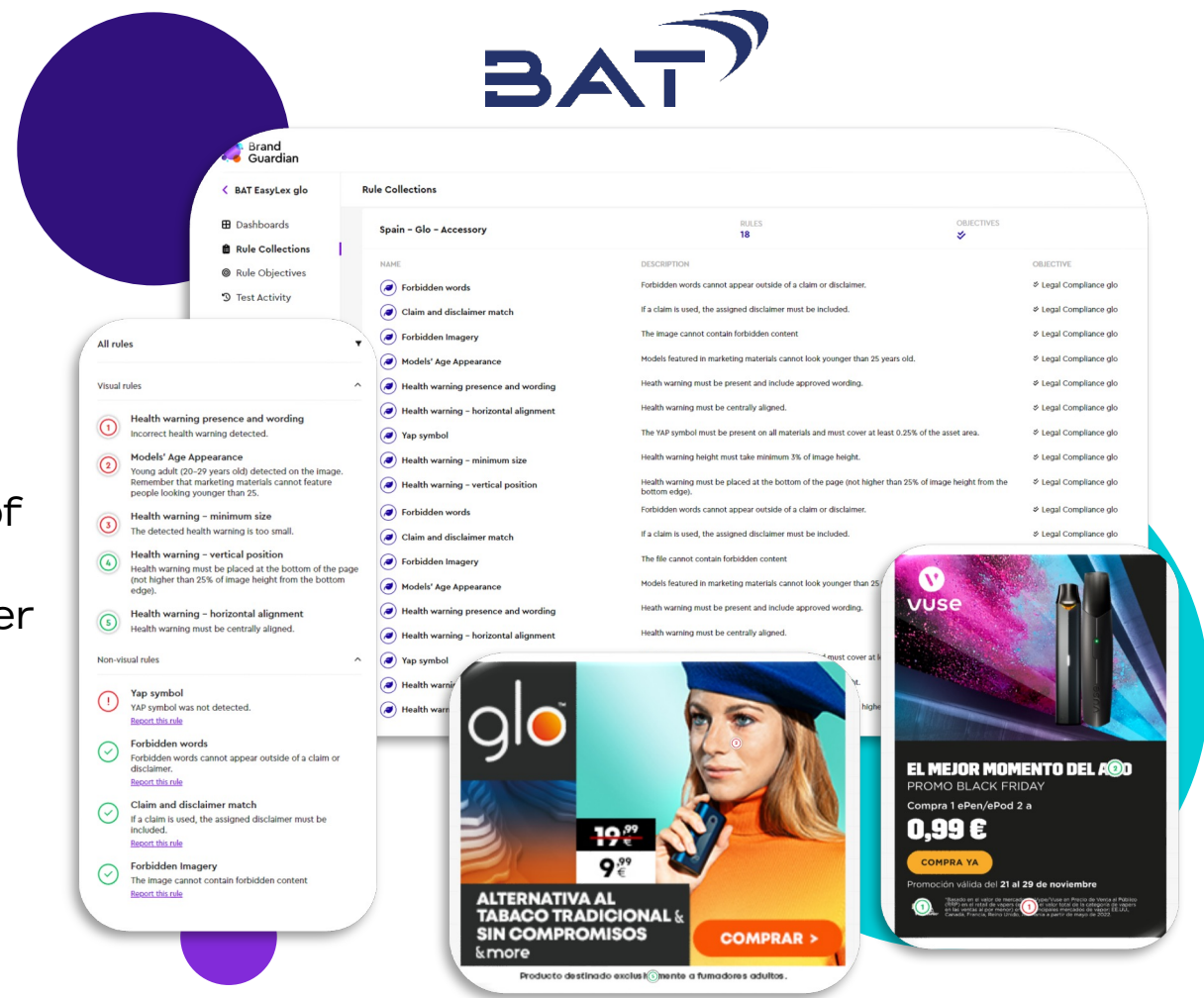
Case Study

BAT EasyLex

Delivarables

Custom rule collections were created to cover basic legal checks:

- Health warning (presence, position, alignment, correctness)
- YAP symbol presence detection
- Forbidden words and phrases detection
- Claims and disclaimers match
- Model's age appearance flag
- Suggestive imagery (7 forbidden categories such as sports, health, children, toys, politics, religion)

FORMATS: STATIC IMAGES, IMAGE PDFs AND TEXT-BASED PDFs

CHANNELS: SOCIAL MEDIA, DIGITAL ADS, BLOG POSTS, POS MARKETING

+ WUNDERMAN THOMPSON
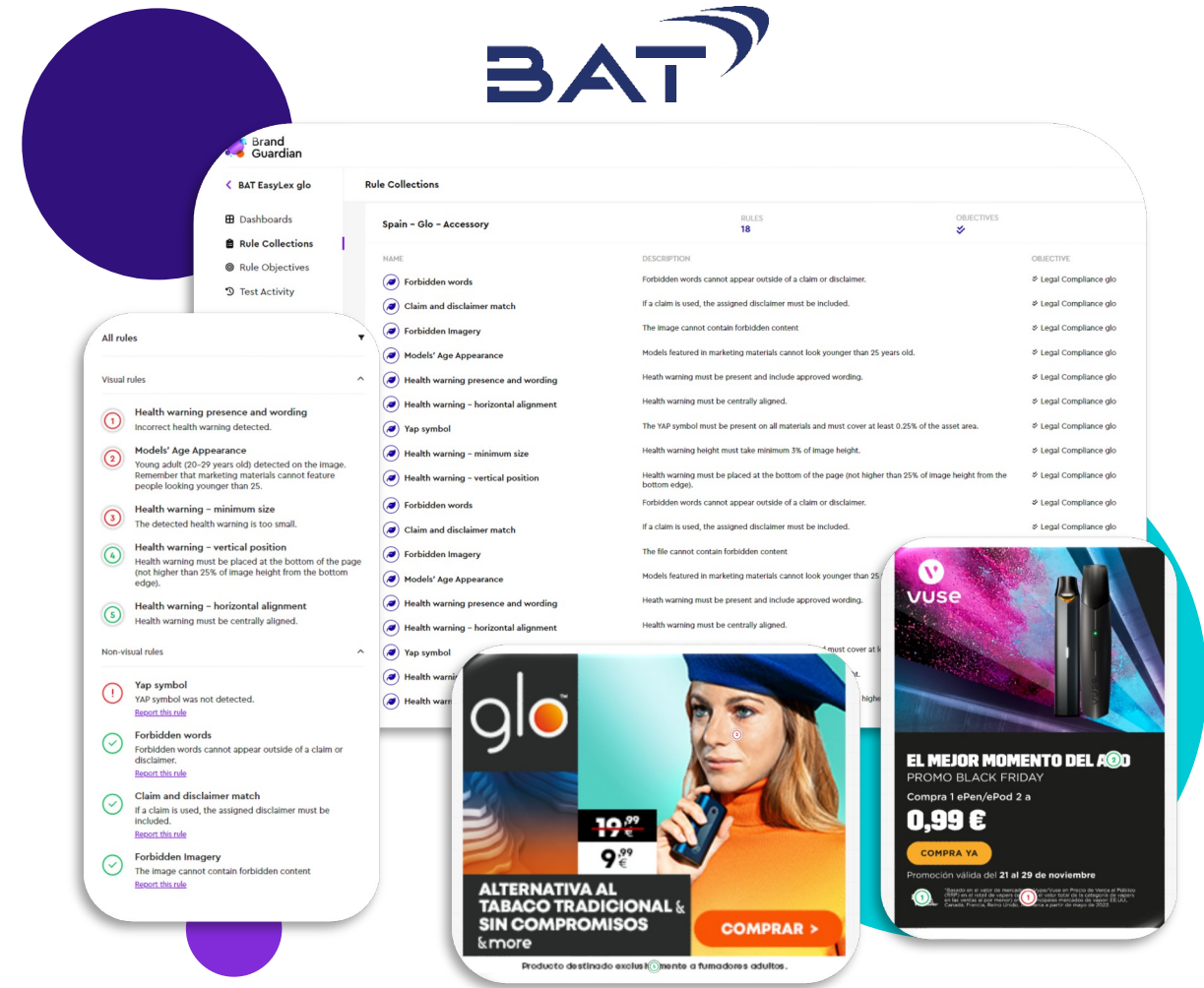
Brand Guardian

Use Case

Digital QC Automation

Use Brand Guardian as a solution to **increase efficiency** in production teams. It can process complicated documents and videos, which human eyes can often omit.

It **improves productivity,** but also reduces risk of publishing materials containing errors.

FACTS & RULES CAPABILITIES

- Branding – logo, colors, fonts

- Spell checking

- Punctuation style

- Video support

- Channel standards i.e. 20% text-to-image

VIDEO

PDF

STATIC

RELIEFER

paracetamolum 200mg

Nohting

helps

with the

pain?

Typo in word "Nohting". "Nothing"?

Animation speed too fast for people to read comfortably

INFORMATION AND INDICATION

people who have just had hip or knee replacement surgery

help prevent blood clots in certain people hospitali for an acute illness and after discharge, who a

+WUNDERMAN THOMPSON

Brand Guardian

Case Study

Bayer

OPPORTUNITY

To increase the capacity of the Marketing Content Managers and Account Managers team.

SOLUTION

Market specific guidelines were automated including punctuation, trademark use, competitor presence, branding.

The platform was deployed to agencies working on the content.

REDUCED QC PROCESS LENGTH ON AGENCY SIDE

ELIMINATED COMMON MISTAKES IN TRANSCREATION

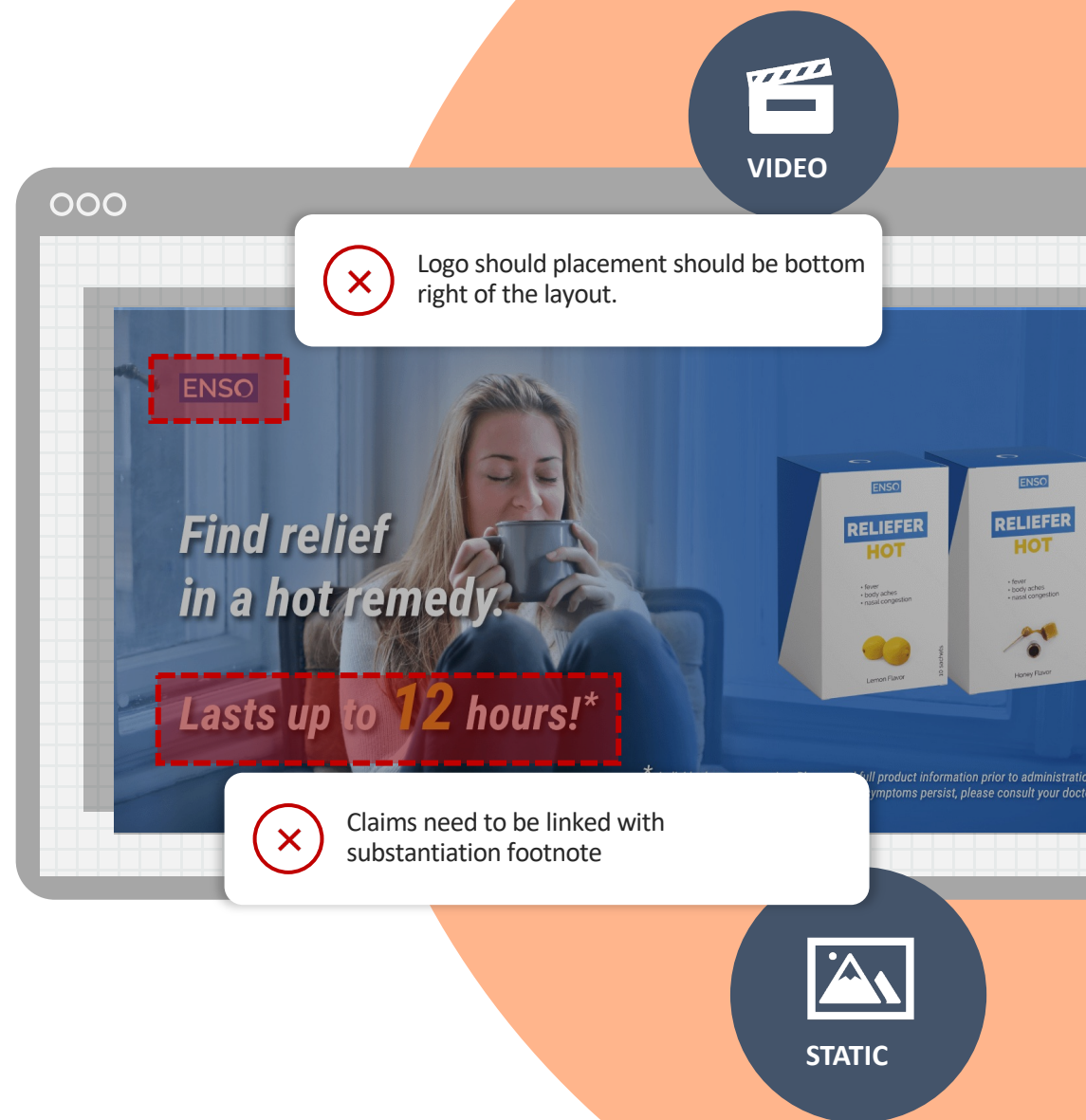
+ WUNDERMAN THOMPSON
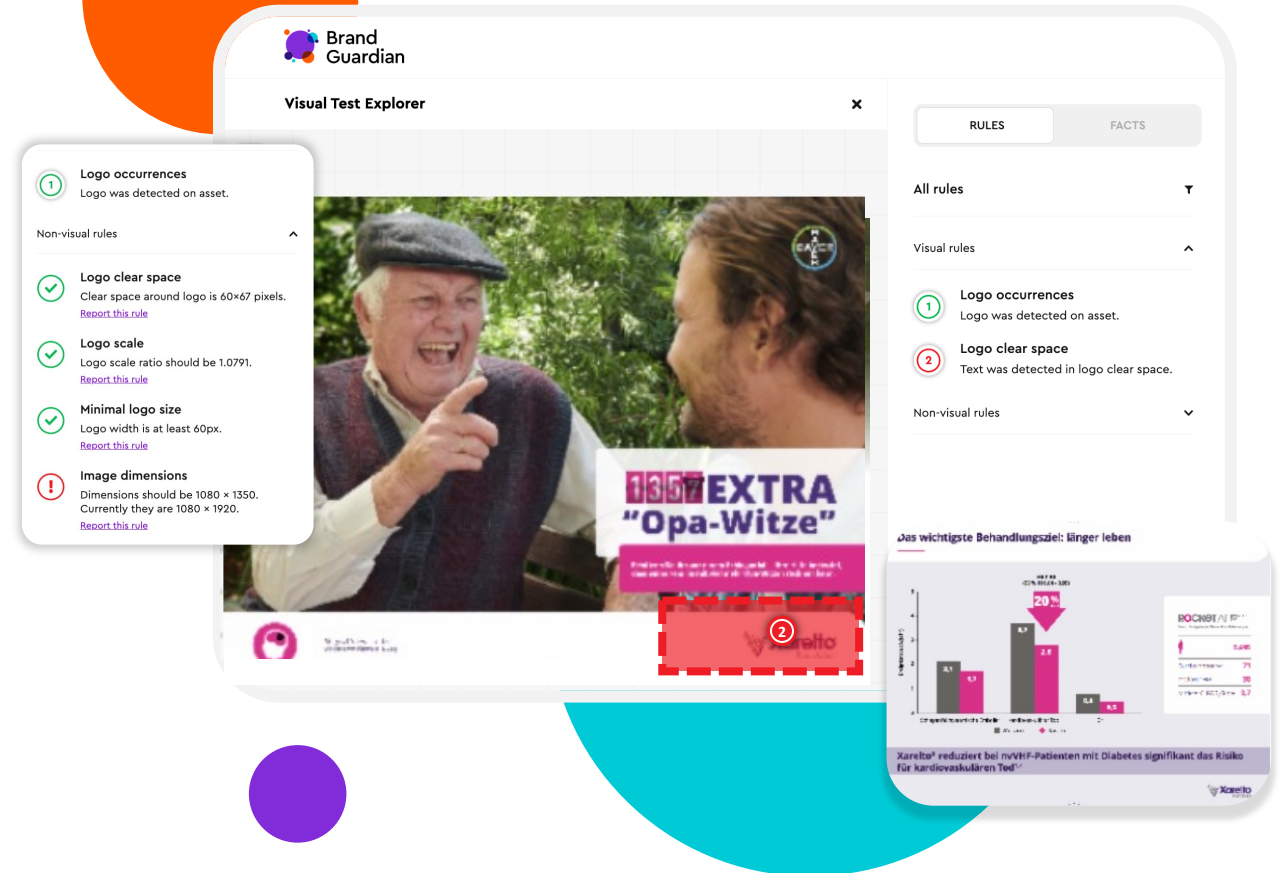
Brand Guardian

Use Case

Biddable Media Compliance

Use Brand Guardian as a solution to **avoid costly errors** in digital marketing. It can process banners and videos and spot things that human eyes often omit, like logo position, or that people don't even see, like asset dimensions or font size.

Brand Guardian **improves productivity,** but also reduces risk of publishing ads with mistakes.

FACTS & RULES CAPABILITIES

- Measurements & layout

- Branding – logo, colors, fonts

- Legal regulations – text & symbols

- Reference matching with briefs, product catalogues

VIDEO

Logo should placement should be bottom right of the layout.

ENSO

Find relief in a hot remedy.

RELIEFER HOT
+ fever
+ body aches
+ nasal congestion

RELIEFER HOT
+ fever
+ body aches
+ nasal congestion

Lasts up to 12 hours!*

Claims need to be linked with substantiation footnote

STATIC

+WUNDERMAN THOMPSON

Brand Guardian

Case Study

Pendragon

PENDRAGON

OPPORTUNITY

The biddable media assets creative and approval process was suboptimal. The rules differ per channel, are difficult to comply with and easy to misinterpret at scale.

SOLUTION

Out-of-the-box Brand Guardian rules were used to test complaince with channel requirements (digital ad platforms), and custom rules were added to ensure compliance with the UK state regulations regarding financial offers.
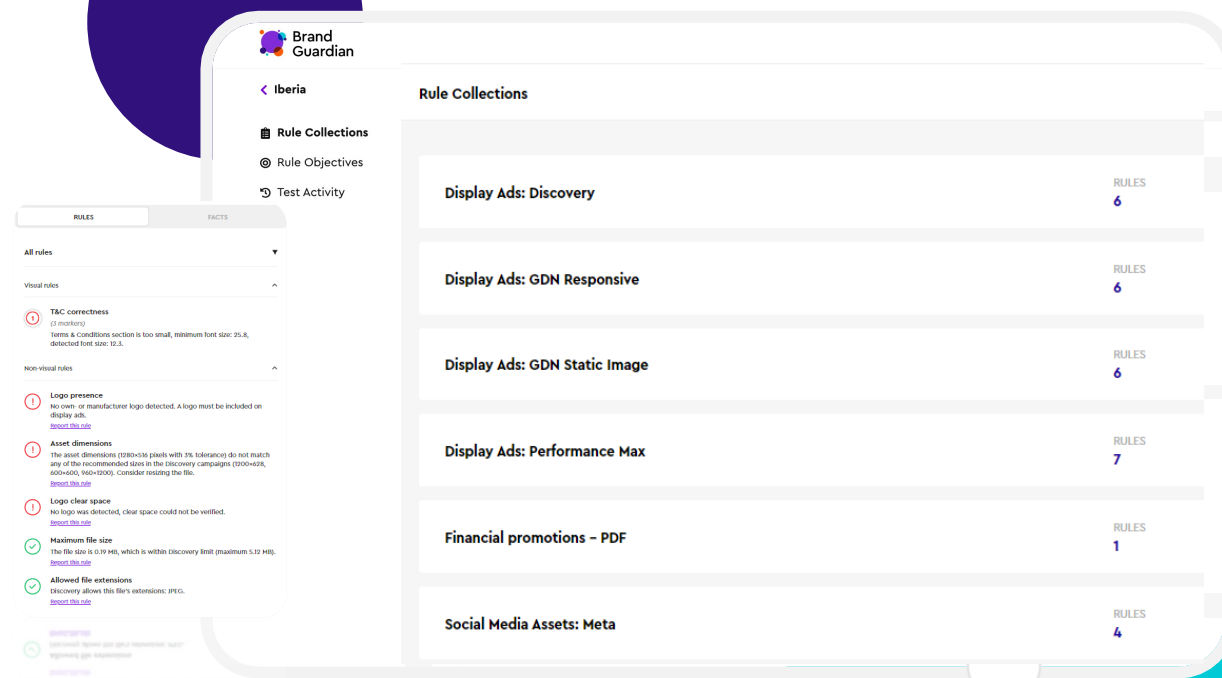
6 RULE COLLECTIONS, SERVING AS DIGITAL AD QUALITY GATE

SITECORE CONTENT HUB INTEGRATION TO PROVIDE SINGLE

+ WUNDERMAN THOMPSON

Brand Guardian

Case Study

Pendragon: Sitecore Content Hub + Brand Guardian

SCH: STREAMLINED MARKETING HUB

Sitecore Content Hub is used to manage marketing projects and content. The approval process in place helps the brand team align on the status of assets and provides a single source of truth regarding the cars offered within the group.

BG: APPROVAL PROCESS AUTOMATION

Brand Guardian has been plugged into the existing infrastructure to test the compliance with digital ad platforms and the UK financial offer regulations.
The automation is triggered on the asset ingestion.

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Brand Guardian

Use Case

Brand Monitoring

Use Brand Guardian to monitor your brand presence in-flight. **Get data about partners** using your brand, showcasing your products or featuring competitors.

You can also **monitor your regional social channels** to see if they follow guidelines and get reports on relevant information.

FACTS CAPABILITIES

- Branding

- Product or campaign placement

- Competitor presence

- Product theme category detection

- Web & Social media scrapers

WEB

SOCIAL

Walgreens

Home > Shop > Medicines & Treatments

Medicines and Treatments

Categories
Cough, Cold &
Allergy & Sinu
First Aid
Pain Relief & Management
Digestive Health & Nausea
Home Tests & Monitoring
Children's Health Care
Stop Smoking
Skin Ailments
eminine Care
meopathic Remedies
ports & Braces
e Care
ill Organization
Ear, Nose & Throat Care
Foot Care
Sleep & Snoring Aids
Sale on Medicines &

✓ Brand & product present. Visual identity guidelines met.

with the pain?

RELIEFER FORTE

Highlights

BinaxNOW

NEW! BinaxNO
Self Test Kit
FDA authorize

✓ Competitor present: NyQuil

+ WUNDERMAN THOMPSON

Brand Guardian

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Case Study

LEGO

OPPORTUNITY

Monitor presence of LEGO brand on banners published by retailers on websites.

SOLUTION

Combined with Wunderman Thompson Commerce e-commerce scraping technology, banners were visually analysed, and Lego received reports on brand and competitor presence on websites.

HIGH DATA ACCURACY DUE TO LOGO RECOGNITION

CHECKED BRAND PRESENCE AND COMPETITOR PRESENCE

WUNDERMAN THOMPSON

Brand Guardian
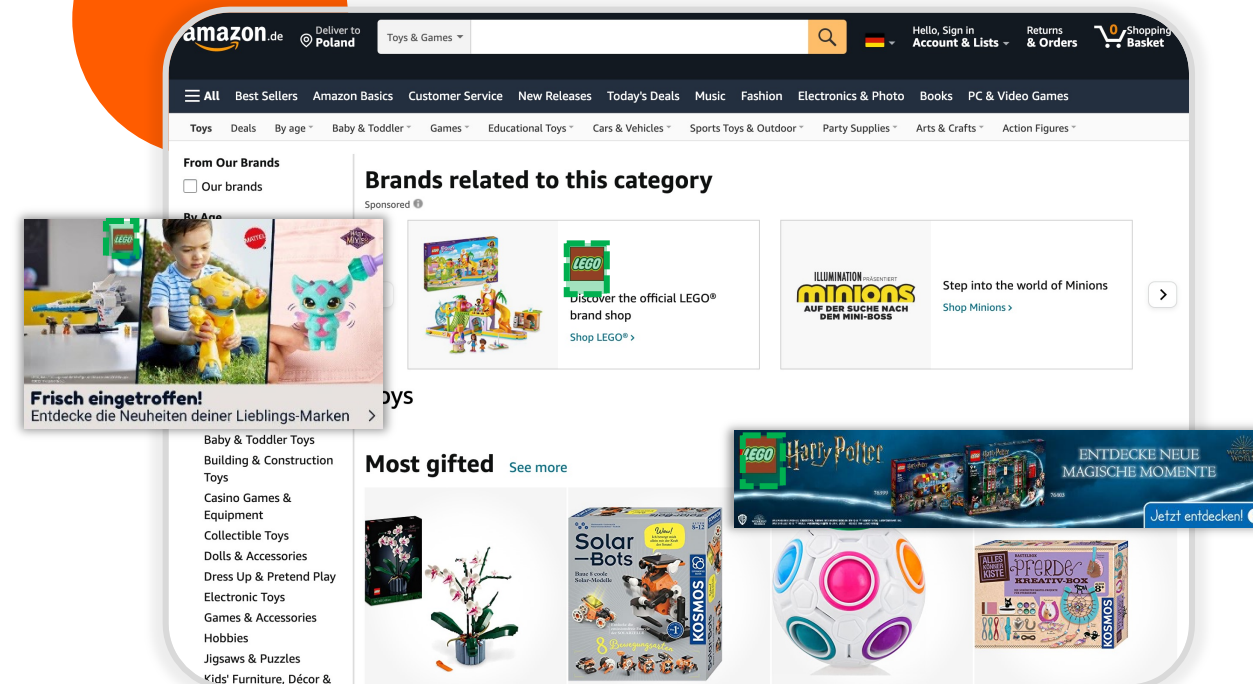
Creating better connections through improved representation

THE OPPORTUNITY

As a leading proponent of inclusion and diversity, Microsoft wanted to gauge how well they were doing in terms of representation across all of their internal communications.

WUNDERMAN THOMPSON

Brand Guardian

Microsoft

Creating better connections through improved representation

- The sheer volume of work – auditing large asset sets for representation across ethnicity groups through to gender percentages – could have been an almost impossible drain on resource.

- Brand Guardian quickly revealed how people were portrayed across all stock imagery. The feedback enabled the team to better steer the assets in an informed way, ensuring better connections with their audience.

Quick activation, freeing up valuable resource time by automating manual processes

On average, each assets took 1.8 seconds to test across multiple assigned rules

WUNDERMAN THOMPSON

Brand Guardian

Microsoft

Brand Guardian

Saving time and resource through automation

THE OPPORTUNITY

MGA wanted to modernise their creative production process and needed to build in a governance solution that would standardise best practice.

Saving time and resource through automation

- MGA was committing unsustainable resource and time to guideline checks across an overwhelming volume of assets. They needed a new way to manage this volume while still ensuring high standards of brand governance.

- We integrated Brand Guardian with their DAM to validate assets the moment they were uploaded. Thanks to Brand Guardian, the new process delivered instant feedback on asset quality and suggested quick fixes for better content performance.

By automating manual processes, the MGA team saved, on average, 50 hours each week &

168,000 € of saving

Teams could then focus more on crafting the experience, rather than on repetitive manual checks

WUNDERMAN THOMPSON

Brand Guardian

MGA ENTERTAINMENT

Brand Guardian

Case Study

MGAE: Brand Governance + Sitecore Content Hub

OPPORTUNITY

To streamline content production processes at scale, preserving high quality standards.

SOLUTION

The process of verifying brand policy was automated by Brand Guardian scanning static images and videos (colour palette, logo presence, product presence) the moment they were uploaded to Sitecore Content Hub.

SAVED 50H A WEEK ON AVERAGE AND SAVING €168,000

UNLOCKED TEAM'S TIME AND REALLOCATED IT TO CRAFTING BRAND EXPERIENCE
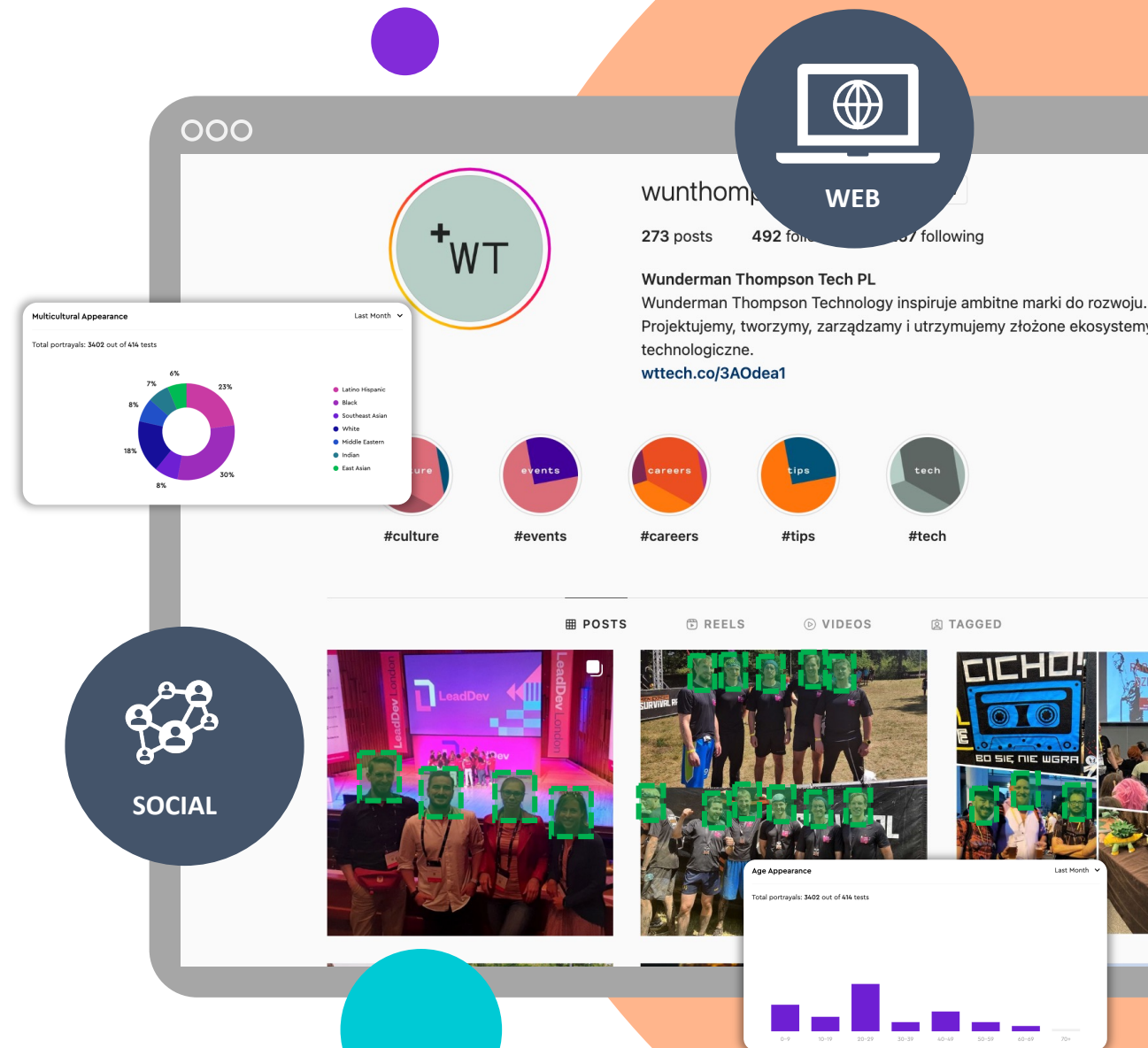
+ WUNDERMAN THOMPSON

Brand Guardian

Use Case **D&I Monitoring**

Use Brand Guardian as a solution to monitor **representation and diversity of talent portrayal** over your marketing activity.

Measure what is the current state and have good foundation for a conversation about your brand desired state.

FACTS CAPABILITIES

- Face recognition

- Gender appearance

- Multicultural appearance

- Visual disability appearance

WEB

SOCIAL

Multicultural Appearance — Last Month

Total portrayals: 3402 out of 414 tests

- Latino Hispanic
- Black
- Southeast Asian
- White
- Middle Eastern
- Indian
- East Asian

wunthomp...
273 posts   492 follo...   ...67 following

Wunderman Thompson Tech PL
Wunderman Thompson Technology inspiruje ambitne marki do rozwoju. Projektujemy, tworzymy, zarządzamy i utrzymujemy złożone ekosystemy technologiczne.
wttech.co/3AOdea1

#culture   #events   #careers   #tips   #tech

POSTS   REELS   VIDEOS   TAGGED

Age Appearance — Last Month
Total portrayals: 3402 out of 414 tests

+ WUNDERMAN THOMPSON   Brand Guardian
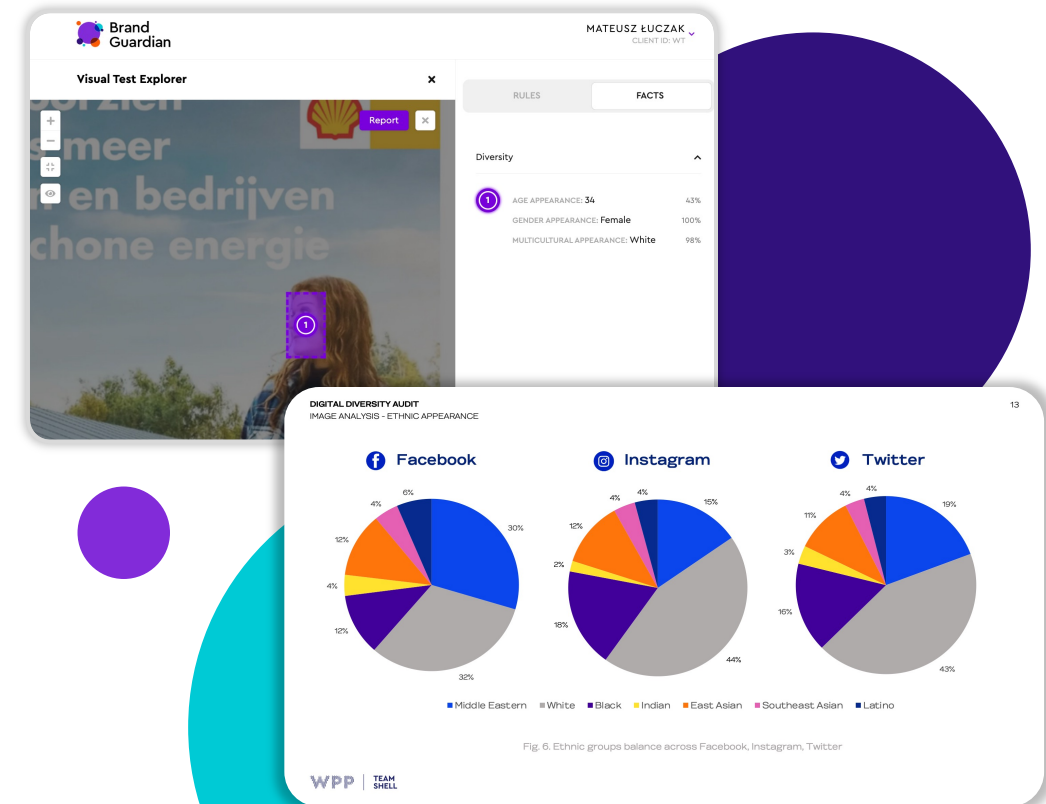
51

Case Study **Shell**

OPPORTUNITY

Report on the D&I representation of Shells social channels.

SOLUTION

Brand Guardian visual asset recognition technology was used to assess age, gender, multicultural appearance and provide detailed report on the state of D&I.

PROVIDED MEANINGFUL DATA REGARDING REPRESENTATION

DATA GAVE DIRECTION TO THEIR CREATIVE WORK

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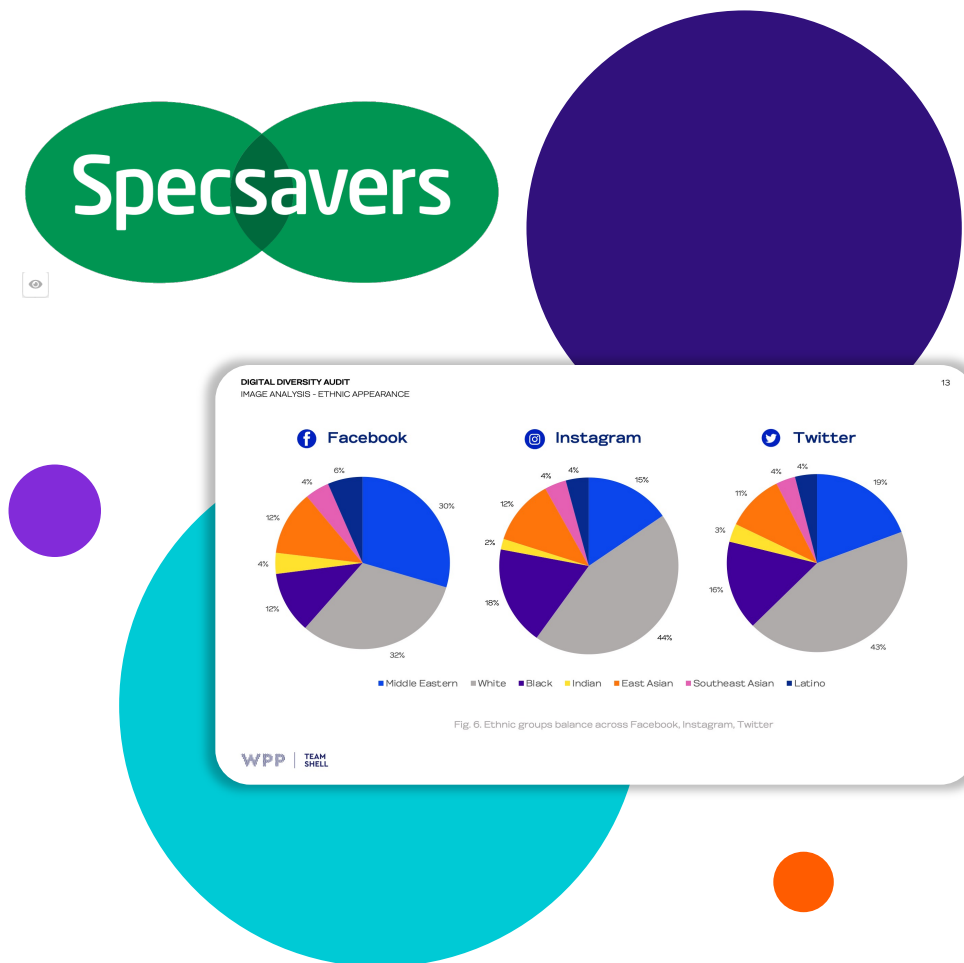
Case Study **Specsavers**

OPPORTUNITY

Report on the D&I representation of Specsavers talents in their historical assets.

SOLUTION

Brand Guardian visual asset recognition technology was used to assess age, gender, multicultural appearance and provide detailed report on the state of D&I, such as consisting of age representation in ethnic groups, gender & age representation, etc.

COMBED THROUGH THE ENTIRE DAM AND PROVIDED A REPORT BASED ON THAT

THE REPORT PRESENTED A CROSS-SECTIONAL VIEW OF THE TALEND PORTAYED ON ASSETS

DIGITAL DIVERSITY AUDIT
IMAGE ANALYSIS - ETHNIC APPEARANCE

Facebook   Instagram   Twitter

Middle Eastern White Black Indian East Asian Southeast Asian Latino

Fig. 6. Ethnic groups balance across Facebook, Instagram, Twitter

WPP | TEAM SHELL

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Efficiently achieving brand consistency

THE OPPORTUNITY

Bose were finding that certain brand guidelines were consistently being overlooked leading to a lack of consistency across their display advertising.

WUNDERMAN THOMPSON

Brand Guardian

BOSE®

Efficiently achieving brand consistency

- Brand Guardian offered a fast and efficient solution for ensuring guidelines were being adhered to.

- It was integrated into Bose's advertising agency creative process. It validated logo usage, calls to action, talent representation and tailored checks to drive consistency and compliance with brand guidelines.

The team saw a 40% improvement across the consistency of their advertising and improved speed to market

Work volume could be scaled up, improving business performance

WUNDERMAN THOMPSON

Brand Guardian

BOSE®
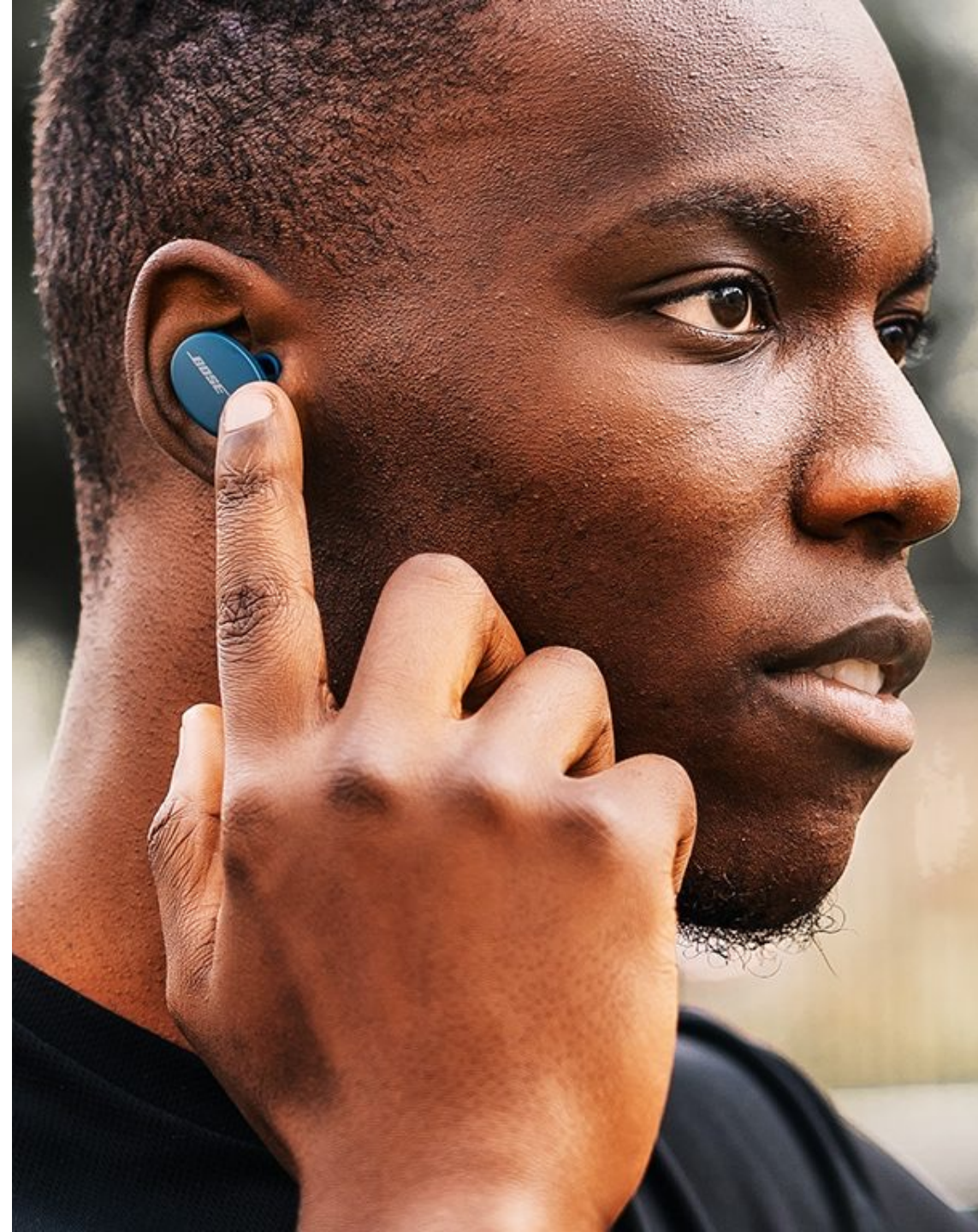
Files accepted

Results presented

Image processing:
1. jpg
2. jpeg
3. png
4. bmp
5. gif (treated as a picture, not as a animation)

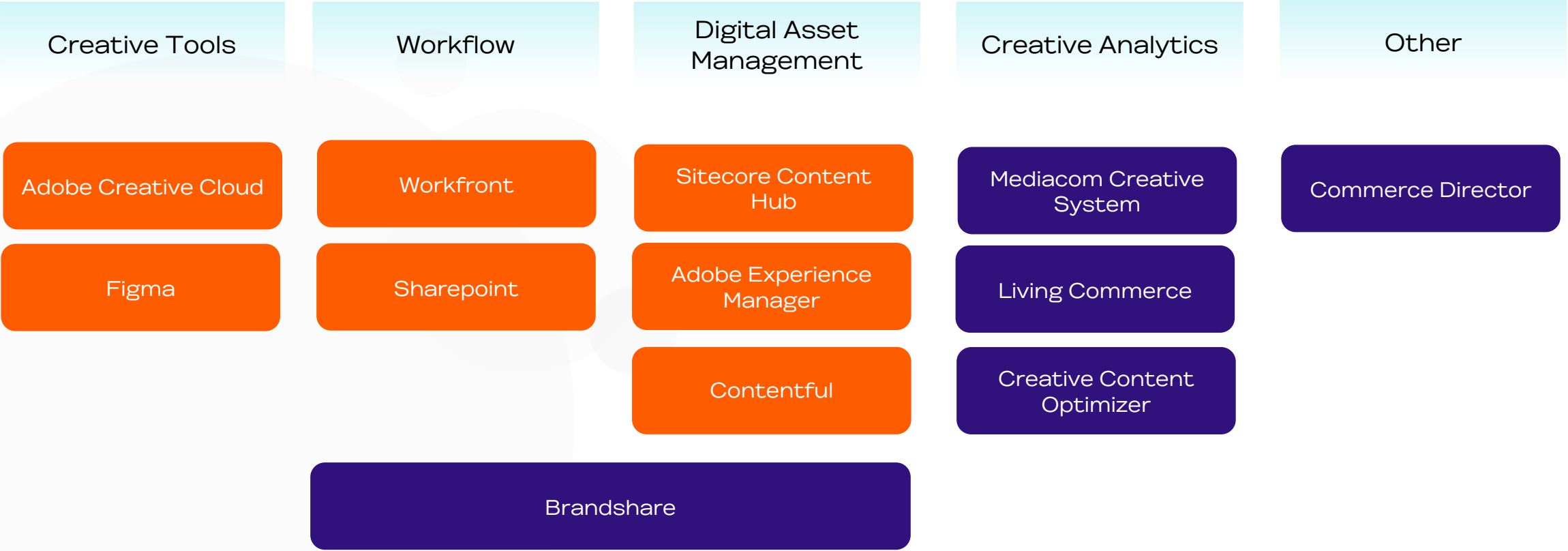**Video processing:** Mov & mp4

Documents: PDF

1. Shown on the Web application (like grammarly)

2. **Pdf Report:** Containing the spotted errors on the asset, the pdf can be customised as needed.

3. Presented on the DAM as a separate tab

4. **json** (through API)

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OUR CONNECTORS

Creative Tools	Workflow	Digital Asset Management	Creative Analytics	Other
Adobe Creative Cloud	Workfront	Sitecore Content Hub	Mediacom Creative System	Commerce Director
Figma	Sharepoint	Adobe Experience Manager	Living Commerce	
		Contentful	Creative Content Optimizer	

Brandshare

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External Partners   WPP