

Save Time and Money with More Efficient Asset and Content Systems

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A Holistic Approach Can Make Digital Asset Management Adapt to Your Needs, Not the Other Way Around

Most brands don't realize they lack visibility into their digital assets until they're in a bind. Maybe a new distributor needs to know if there's a certain allergen in the product or an agency is requesting access to photos.

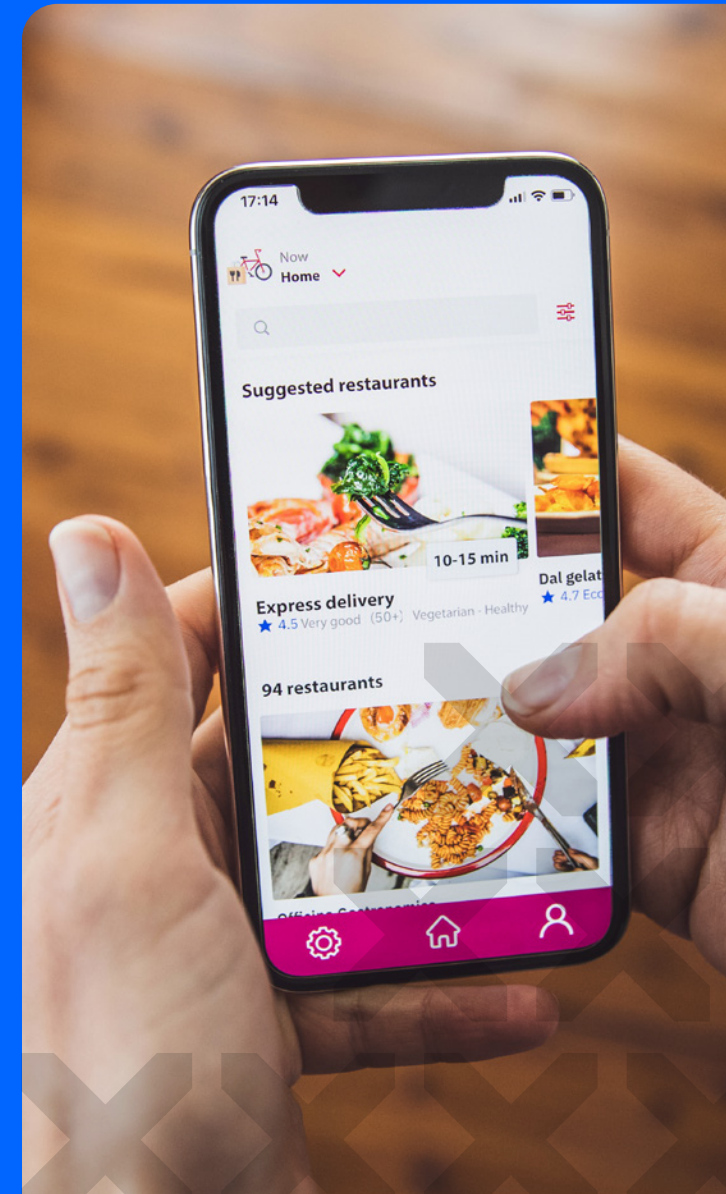
It's easy to overlook the role content and data can contribute to your success, but there is great value in putting your rich media assets at the center of your process.

"Large, complex organizations often struggle to manage their content and data, which would allow them to innovate faster and drive consumer demand for their products," said Chad Malley, head of product asset management at Nuxeo, a Content Services Platform that offers digital asset and content management capabilities.

And given the surge in e-commerce and online shopping, digital assets have never been more foundational, according to Amie Argue-Wentz, senior food brand manager and adjunct marketing professor at Lakeland University in Plymouth, Wisconsin.

"It's common to deal with outdated images that show products or packaging the company no longer uses or don't adequately reflect brand freshness," she said. But brands are wasting time and money if they use antiquated processes that don't keep pace with the speed of business today.

"When you're spending an hour searching for and organizing assets, it's an hour you're not doing strategic, brand-focused work."





Building bridges across functional areas nurtures the flow of information, eliminates errors, and can accelerate the time from idea to shelf. By connecting business systems and product information, teams have access to the assets they need, when they need them.”

CHAD MALLEY

Head of Product Asset Management at Nuxeo

One strategy that is revolutionizing this field is Product Asset Management (PAM), which takes content beyond the marketing department to connect content, data and assets across the organization. Adopting a PAM strategy represents the next step of evolution beyond a traditional digital asset management use case by positioning the digital asset management (DAM) system at the center of the digital content supply chain.

There are seven key areas where connecting content and data can help build those functional bridges as well as provide strategic value for food brands, thereby increasing their efficiency and reputation.



1 Ingredients libraries

Allergen-free. Keto-friendly. Sustainable. Consumers are demanding increased transparency of the ingredients in the products they consume. The ins and outs of ingredients are intricate, and brands need to know each nuance of their product and nutritional breakdown to simplify the development of new products and answer questions from retailers and customers.

Food companies for example, have multiple flavor profiles, and people frequently ask about their differences. Without the data compiled in one place, it sets off an unwieldy process, where a retailer might ask a salesperson, who then calls the brand manager, who calls R&D and then reverses the process in an elaborate back-and-forth.

A robust ingredients library can also serve as a repository of inspiration that can help brands identify new market segments or line extensions and then hold the information necessary to create accurate marketing materials.





2 Design/prototyping

Brand management can entail a lot of “reinventing the wheel,” given the frequent movement in personnel, so a digital asset management tool can ensure that historical knowledge is captured. It can also be a low-key way to show someone new why their suggestion might not be the revolutionary idea they think, Argue-Wentz pointed out. “Sometimes a brand may have tried something that failed - maybe due to an attribute of the product that just couldn’t be changed successfully - and the data can speak for itself.”

On the other hand, innovation is sometimes ahead of its time, which means there needs to be a mechanism to catalog ideas and research to revisit later to support a future project.

A platform such as Nuxeo’s can also provide efficiency through digital design so teams don’t have to invest time and dollars in physical prototypes before deciding whether it makes sense to move ahead with execution. The digital process also allows them to accelerate the go-to-market strategy. “Teams get visibility and awareness of design considerations earlier in the process, which can shorten cycle time,” Malley said. So based on expected product attributes, the operations division can begin to research potential distribution outlets, and the marketing group can start planning campaigns.

3 Photo studio

Unfathomable resources are wasted on unnecessarily recreating photo assets, as brand managers, are often unaware something similar already exists. A digital asset management allows teams to determine at a glance not only what's available but also which photos are approved, and how frequently and where certain images have been used.

Often a photo is recycled by default when there may be new and better ways of representing that particular food element or product. "Brands pride themselves

for making the best products, but also representing those products in appetizing food shots," Argue-Wentz said.

A digital asset management also removes the hassle factor from managing photographic assets, relieving the creative team of time-consuming activities such as data entry, data validation, and logistics tracking, not to mention the laborious task of sharing huge files among systems that might not be compatible, especially with the reality of today's distributed, remote teams.



A centralized system facilitates better collaboration and frees teams to focus more of their time and energy on actually being creative instead of completing rote tasks."

CHAD MALLEY

Head of Product Asset Management at Nuxeo





Because of their scale, multinational brands often have inconsistent workflows across their multiple subsidiaries. A centralized hub ensures that everyone, including external agencies, has appropriate access, but it also can

mitigate potential legal issues by substantiating that the material is compliant with regulatory guidelines as well as contractual obligations you might have with a particular supplier or distribution network.

Or if a celebrity endorser becomes embroiled in a scandal, or a certain product is recalled, having more connected data allows brands to react quickly to make the necessary adjustments to retract the applicable content.

4 Campaign development

Campaigns also add a lot of complexity with compounding touchpoints that can quickly take on a life of their own if you don't institute tight process controls. "In some organizations, multiple agencies may be involved in a campaign and everyone needs to align with the design, direction, and timing," Argue-Wentz said. Equally important is using consistent messaging. **"Repetition is key with consumers, so extensive consumer research is often necessary. And it's essential that all channels reflect the consumer-focused message copy," she said.**

And that starts from day one when an agency might present five ideas to an internal cross-functional team. After everyone walks away,

one team picks it up and begins testing creative. A centrally managed asset system provides structure and process efficiencies to ensure everyone is apprised of progress. The digital asset management ecosystem can streamline approval and maintain version control while adhering to legal guidelines — functions that legacy systems or traditional workflows don't account for.

This repository also helps catalog moments of inspiration for the future, as well as historical context from past campaigns, that allow teams to verify how assets have been used to build on success but avoid duplication.

Its agility also positions you to respond to new disruptive market opportunities, Malley said. "The dynamics of food and beverage are very cultural-driven, so brands

often need to be opportunistic to capitalize on mindshare." Accelerating time to value is critical, especially when you need to have assets ready to deal with a fleeting ephemeral event, such as joining in on the meme of the day or responding to an immediate need, such as shipping product to an area experiencing a disaster.





5 Packaging

Brand managers know that food packaging presents a wide range of complexities when you consider aspects such as retailers' varying preferences, cultural and localization impacts to suit global audiences, ensuring your package vividly captures your customers' eyes, and legal guidelines, such as certain font sizes for ingredients or health claims, to name a few.

"Brands want to create more cost-effective packaging that ensures regulatory compliance, and digital solutions let them experiment so

they can get all those validations and approvals before actually creating and manufacturing the physical packaging and complementary collateral," Malley said.

Sustainability is also an important consideration as brands aim to make packages lighter in weight and in a smaller footprint, while still protecting the product. Food brands need to ensure the plastics and films abide by the various laws and codes of individual states, in addition to federal statutes.

"Sometimes multiple packaging iterations are needed to launch packaging on a trial basis before a national rollout, which helps ensure packaging works and is consumer relevant. Because product quality and consumer preference is critical, there's a need to ensure it delivers on customer and retailer expectations. A streamlined system helps track the different options and monitor results.



6 Content hubs

Centralizing content ensures it is readily available for repurposing in various distribution channels, so a hub is a key to control how your content is stored, managed, and used. As digital spaces proliferate, the omnichannel environment creates exponentially more opportunities for brands, but also more room for error.

“Ideally, there’s one consistent message. Having one hub where the marketing manager can pull everything down and get consistent messaging to transfer over to multiple channels makes a world of difference in how a product is being relayed to the consumer in a brand-consistent way,” Argue-Wentz said.



Even if customers are not buying online, they are doing a lot of their research in the digital space, so you want to give them the best first look you can, no matter what platform they are on.

AMIE ARGUE-WENTZ

Adjunct Professor for Marketing at Lakeland University in Plymouth, WI

Malley added: “Having convenient access to content that is proactively updated ensures version compliance and operational efficiency so the right information is in the right people’s hands at the right time.”

7 Product knowledge management

Food and beverage brands often juggle multiple projects. With a vast number of stock-keeping units, coupled with a variety of independent marketing efforts and distribution networks, brands need to aggregate product reference data in a unified location. “It allows anyone to surface information that

gives them the ability to understand the touchpoints with the clients and provides insight into product details, even in cases where they haven’t specifically been trained,” Malley said.

Accuracy and customer service should be prioritized as brands

build and maintain relationships with key partners, Argue-Wentz said. “Prepare entire teams with the information they need at their fingertips, so that when someone calls with a question, they can respond.”



A world of knowledge at your fingertips.

The key to success in all aspects of content and data management is an integrated process, as exemplified in a Product Asset Management strategy. This opens up a surprising number of doors for brands, Malley said. But it all comes back to cost and margin management. “By extracting costs from operational procedures, brands can maximize revenues and reinvest cash flow into areas where they want to innovate or disrupt in other markets.”





Nuxeo, developer of a leading Content Services Platform, is reinventing enterprise content management and digital asset management. Nuxeo makes it easy to build smart content-centric applications that enhance customer experiences, improve decision-making and accelerate products to market. Its cloud-native, low-code platform has been deployed by large enterprises worldwide. Many global brands have used Nuxeo's technology to transform the way they do business. Founded in 2000, the company is based in New York, with offices across the United States, Europe, and Asia. Learn more at www.nuxeo.com.

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