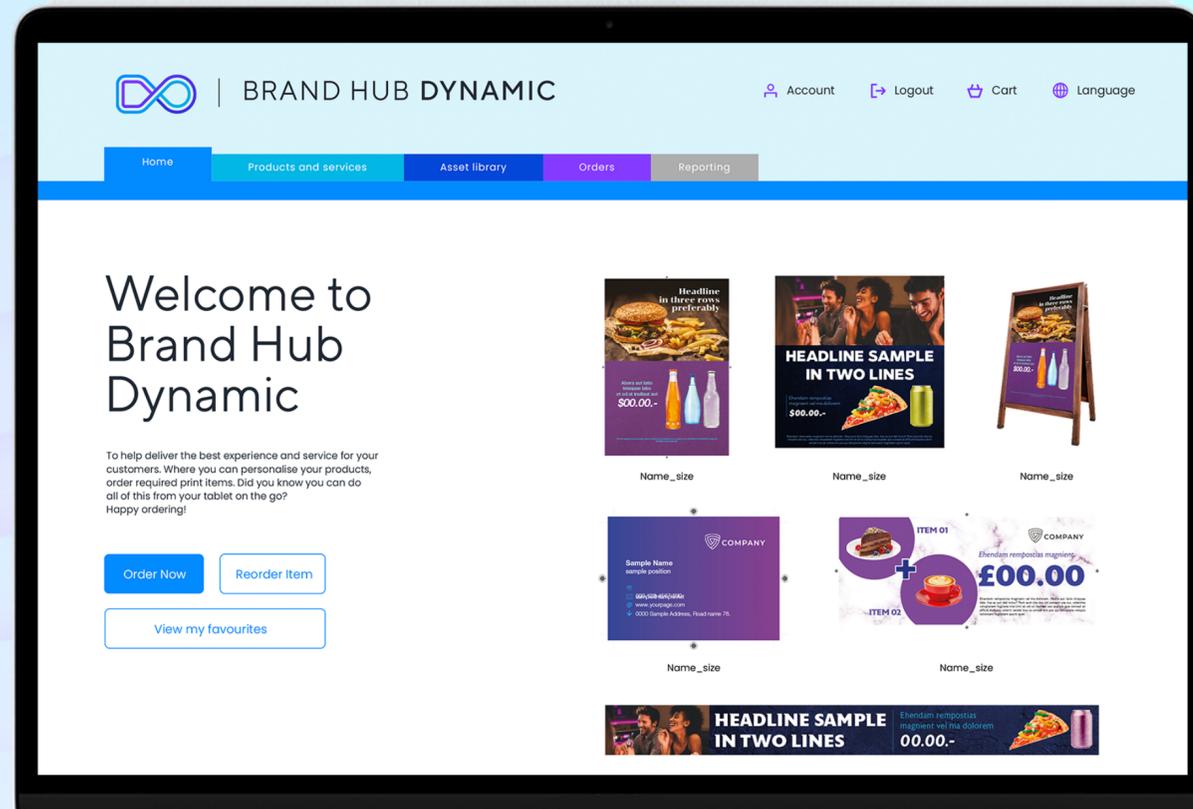


# Brand Hub Dynamic

Your online marketing shop for centralised brand content.

**Safeguard your brand reputation** by enabling your local teams to adapt pre-approved content. Brand Hub Dynamic is a cloud-based, digital asset management, artwork adaptation

and ordering tool with built-in analytics. It delivers detailed insights, across all activities, to inform your business decisions.



**75% decrease in time spent on local marketing asset creation\***

\*Average 2 hour (manual process) reduced to 30 mins per manual asset created



**Average savings of up to 67% on asset creation cost\***

\*Compared to current or manual solution

Free up time and budget. Brand Hub Dynamic creates value with a centralised asset library your team can build on and adapt with 100% on-brand compliance. Its self-service capabilities remove the need for your regional marketing teams to continually localise marketing assets. It allows teams to focus on what's important; gains for your customers and in turn, growing your business.

Watch a short [video](#) tour of Brand Hub Dynamic



# Brand Hub Dynamic's already expanding the reach and customer base of global brands.

"...it quickly became clear that the technology was one of the most flexible in the market. It delivered on all our needs for local adaptation as well as brand look and feel...and like for like, we will also make net savings this year."

Jan Hansen,  
Category, Channel and Marketing Lead,  
Frisko, a Unilever company

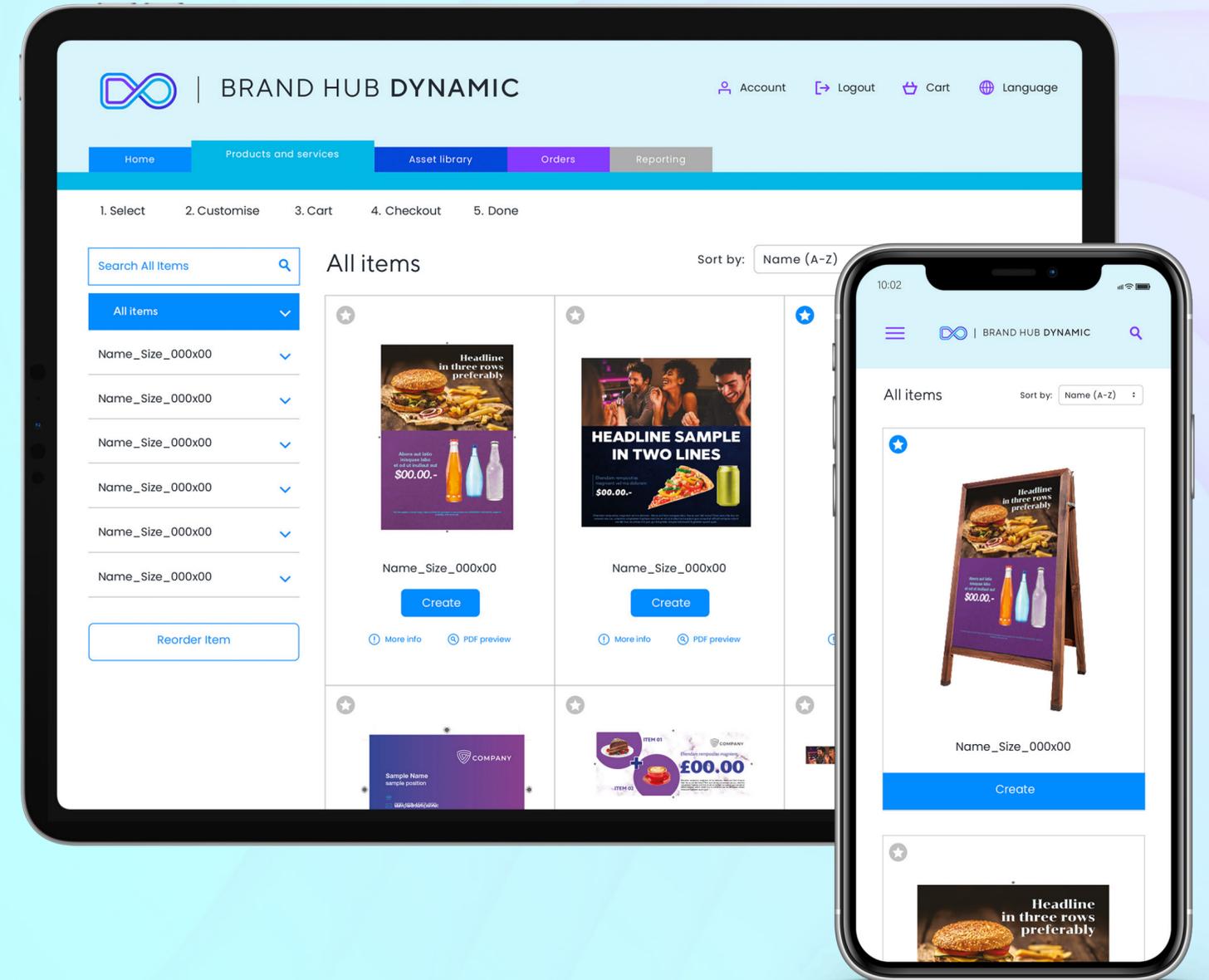
Brand Hub Dynamic sits at the heart of your organisation. It provides teams with a seamless process to download and order assets from any device, anywhere. 24/7.

### Brand Hub Dynamic allows your local teams:

- + Source latest approved brand assets
- + Rescale asset size on a single asset
- + Replace, resize, rotate, crop or flip product images
- + Update text (e.g. product prices for promotions)
- + Create or update campaign assets
- + End proofs for approval
- + Download or order assets

### Brand Hub Dynamic allows your central marketing team to:

- + Update global campaigns and artwork simultaneously
- + Achieve colour perfection for both CMYK and RGB palettes
- + Source detailed insights for all Brand Hub Dynamic activities and engagements
- + Measure return on investment of all activities



Interested? Organise a demo

Find out how we can mobilise Brand Hub Dynamic for you in only eight weeks

[hello@indicia.konicaminolta.com](mailto:hello@indicia.konicaminolta.com)