



BrandMuscle Marketing Solutions

Your pathway to smarter marketing.

FINANCIAL

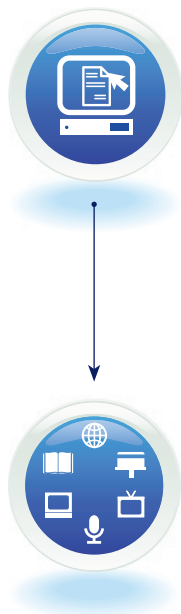
BrandMuscle helps leading financial institution save an average of **\$4 million per year** – even during company's transition

STRUCTURE

A leading global financial services firm operating in more than 50 countries.

OPERATIONS

The company specializes in investment banking, financial services for consumers, small business and commercial banking, financial transaction processing, asset management and private equity. The firm manages more than \$1.5 trillion in assets and is a component of the Dow Jones Industrial Average. Worldwide, the company serves millions of consumers and many prominent corporate, institutional and government clients.



BrandMuscle's solution makes media planning easy from start to finish.

BACKGROUND

During a major company transition, this large financial organization decided to maintain an existing relationship with BrandMuscle, recognizing that BrandMuscle could meet the company's larger, more complex advertising and marketing needs.

BUSINESS CASE

Initially, the organization needed a way to manage branding during the transition period as not all of the U.S. retail financial services and commercial banking locations made the transition to the new company name at the same time. In addition, the company wanted the ability to create and deliver both local and national print campaigns while maintaining brand identity, and to manage creative produced by multiple agencies.

BRANDMUSCLE SOLUTION

To ease the transition process, BrandMuscle worked hand-in-hand with the client to implement a system that included BrandBuilder®, BrandMuscle's proprietary product, and BrandMuscle's Media Planning and Assembly Tool. BrandBuilder provided local marketing managers with the ability to create customized local advertising and marketing materials for their branches, while the Media Planning and Assembly Tool allowed for the customization and electronic delivery of ads across the country.

The company also had the power to track and schedule its media buys as well as the ability to create and deliver the correct creative for a particular geographic area or publication.

KEY OUTCOMES

By implementing the BrandMuscle solution, the company – despite a major transition – was able to reduce the strain on employees by simplifying complex processes. In addition, the company reduced its costs by more than \$4 million during the first year of the transition and nearly \$5 million each subsequent year. Because the BrandMuscle solution is easy to navigate and use, the company expanded its reach by increasing the number of national ads placed by more than 15 percent the first year and more than 10 percent each year after.

KEY BENEFITS

- Realized significant cost savings in multiple years
- Reduced strain on employees during difficult transition
- Expanded brand reach by increasing number of placements
- Increased speed of delivery by simplifying processes