

Brilliantly simple solutions for
Brand & Marketing management.



- A strong well positioned brand, effective brand communication, and a quicker time to market, are essential for a company's core business.
- Companies spend enormous amounts on developing their Corporate brand.
- Unfortunately, few invest the same effort in safeguarding, establishing & communicating it, to increase brand awareness.
- Studies show that 92% of Brands do not add value to their company's core business!

Challenges & importance of effective brand & marketing management

- Expensive agencies or internal resources produce campaigns, proposals, brochures, online content, flyers, social media marketing, animated banners, HTML emails etc.
- Intranets and costly brand bibles used to communicate brand principles.
- Departments and countries work in silos.
- Duplication of effort and communication, and collaboration is poor.
- The brand is difficult to enforce and govern.
- Budget gets smaller with every agency invoice and everything takes too much time.



Brand *religion*:

- Brand awareness
 - The greatest value of effective brand and marketing practice is awareness. Prospects and customers need to recognize and know your business.
- Brand Communication
 - Communicating your brand with strategic targeted messaging, what distinguishes you from the others, informing about value adding benefits, will all increase engaging with the audience.
- Brand Consistency
 - Brand consistency throughout the business, across all platforms and media channels is essential, in order to build and maintain a good trustworthy reputation.

- Papirfly Brand Portal, is a modular based cloud solution, that enables you to centrally store, maintain & safeguard your brand and all associated assets, available 24/7 to share and deliver.
- Papirfly also lets you empower employees to create and publish approved brand consistent collateral to your chosen media channels, in any language, anywhere and at any time.
- This is done seamlessly and consistently, and no special skills are required. No additional software or licenses are needed.
- With measureable ROI and savings of up to 80%, budgets and resources are freed up for other important tasks.

Papirfly organization

Sweden

- ✓ Established 2017
- ✓ Sales
- ✓ Consultancy

Denmark

- ✓ Established 2013
- ✓ Sales
- ✓ Consultancy
- ✓ Implementation
- ✓ 1st level support

Norway HQ

- ✓ Established 2000
- ✓ Sales
- ✓ Consultancy
- ✓ Implementation
- ✓ Software development
- ✓ 1st level support
- ✓ 2nd level support

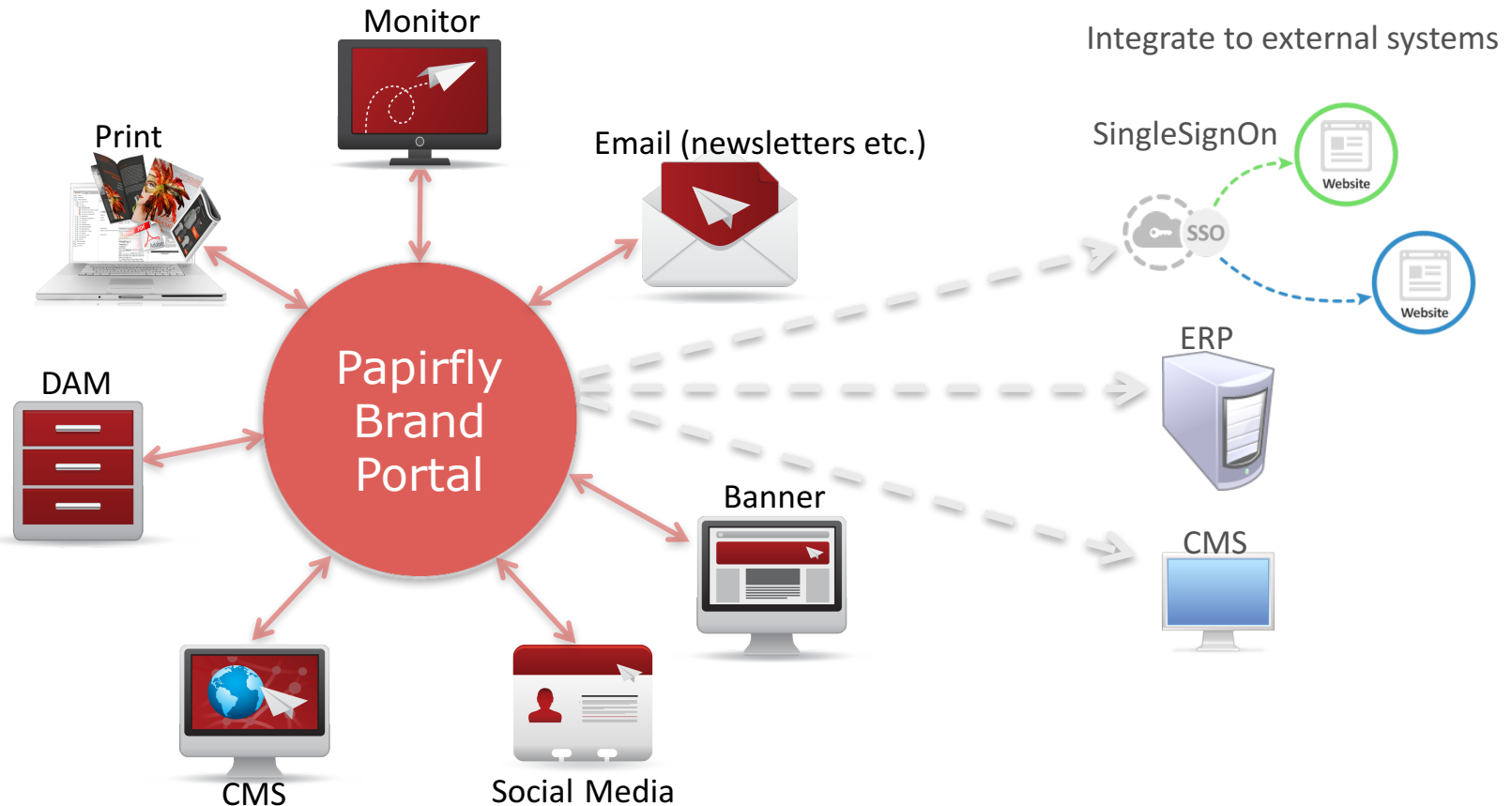
UK

- ✓ Established 2008
- ✓ Sales
- ✓ Consultancy
- ✓ Implementation
- ✓ 1st level support



200 clients

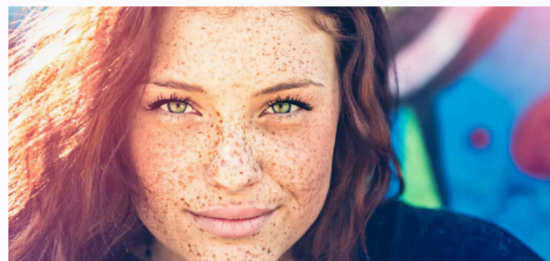
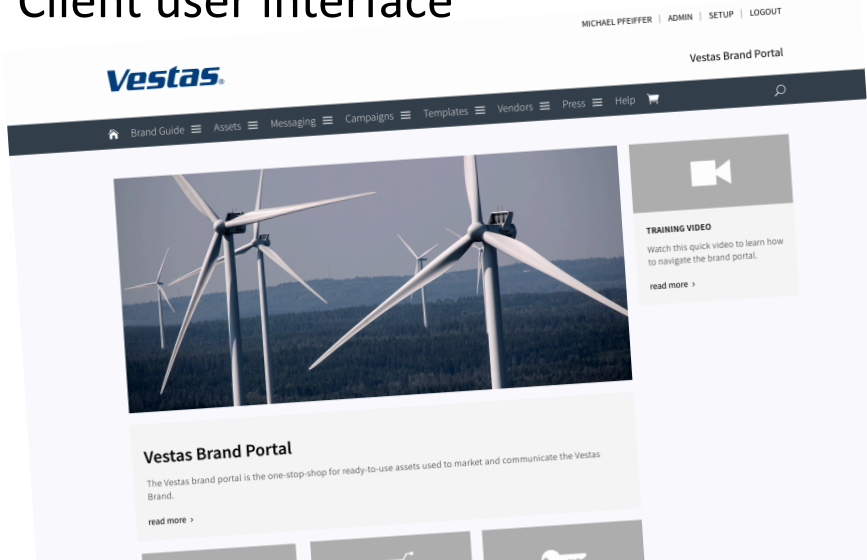
Papirfly cloud based solution & modules are scalable to meet each clients needs.
Choose which apply to your business and let us help build your perfect Brand Portal.



- DAM = media database
- Print, Monitor, Email, Banner & Social Media = create & publish modules with clients brand compliant templates
- CMS = papirfly content management system with Inline editing.



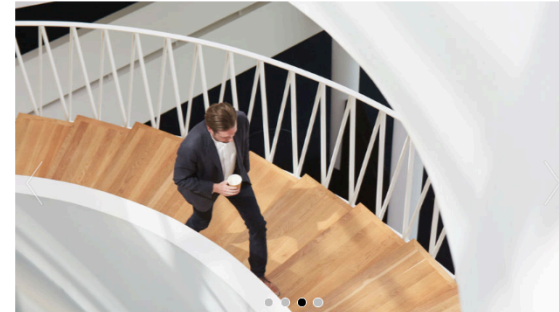
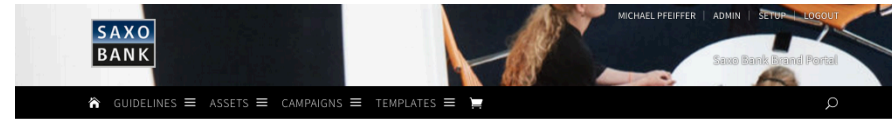
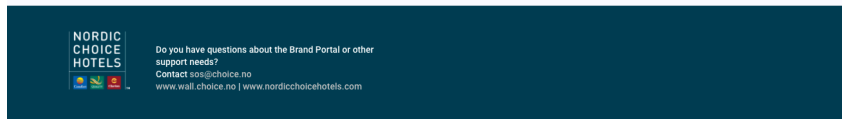
Client user interface



Nordic Choice Hotels Markedsweb

Å bygge en god merkevare krever konsistens. Det betyr at man i kommunikasjonen må gjøre seg så lik som mulig, så ofte som mulig - uten å miste mottakerens interesse.

Her på markedsweben kan du ta bilder og intuitive maler i bruk for å lage materiell i henhold til gjeldende brandidentitet for ditt hotel eller din kjede.



WHERE TO BEGIN

Within the framework of this site are the elements you need to articulate the Saxo Brand. While consistency is important, you won't find a rubber stamp. What you will find are all the tools and assets you need to deliver a range of visual expression. As you determine what story to tell and how you want to tell it, you can rely on the components of this site to guide and empower inspiration.

read more >

Saxo Brand Portal

This Brand Portal was developed to create company-wide brand consistency across all our touchpoints. This is to build and protect a strong brand and be recognized as such by our clients and stakeholders.

