



Digital First Collateral Management

The Business Challenge

In the Insurance industry, many organisations manufacture core products, and take these to market under multiple brands.

This strategy enables organisations to capture multiple market segments, serve multiple channels and maximise brand equity

With brand collateral trapped in PDF format, managing a complex brand portfolio has significant drawbacks



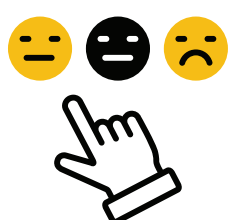
Increased Cost

Due to complex manual processes to implement any changes



Increased Risk

Version control issues risk incorrect information accessed by customers Non-compliance with regulations



Lower Customer Satisfaction

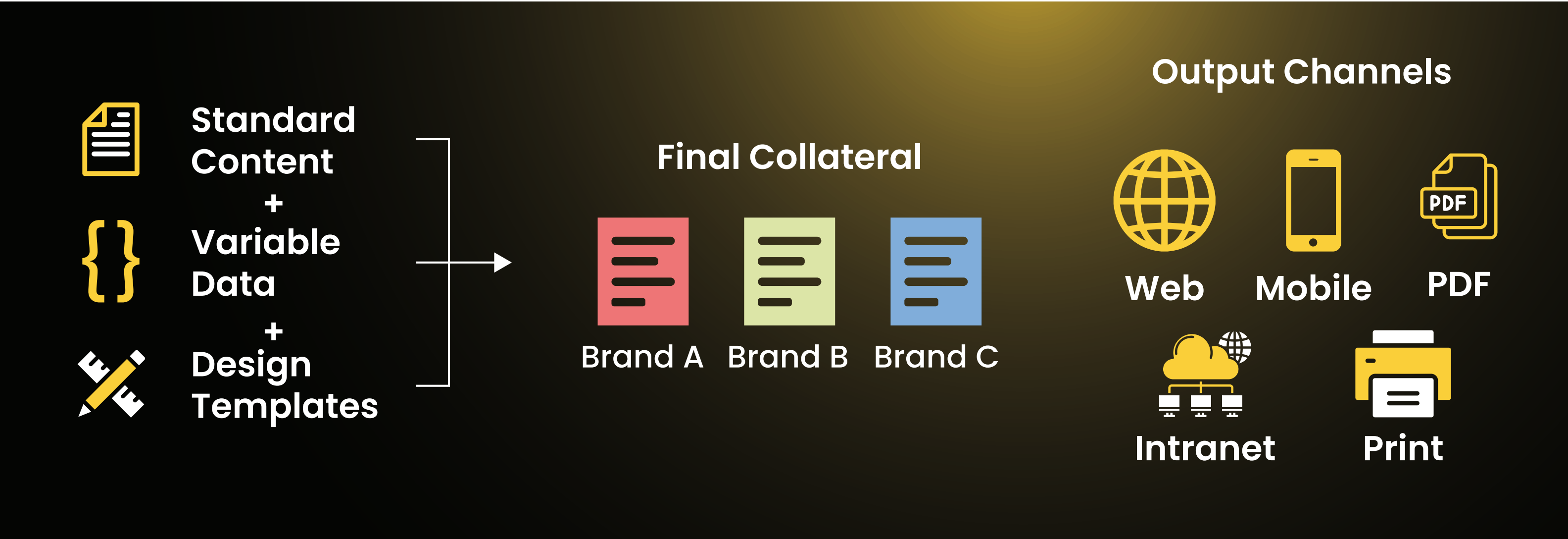
Failure to deliver an end to end digital experience

The Solution – Revealr MultiBrand

Manage Multiple Brands from a Single Online Source

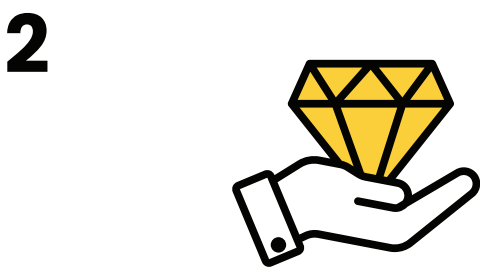
With our unique digital twin technology, Revealr MultiBrand is a fully digitalised collateral management solution – automatically combining standard and variable content with individual brand elements.

How Revealr Multibrand Works



Standardise Collateral Content

Standardise product content, removing any brand specific elements. Create placeholders for variable content specific to each brand.



Create Variable Content Values

Assign values to each placeholder – specific to each brand, channel and target customer.



Create Brand Templates

Build templates containing all the individual brand design elements – logos, fonts, layouts, colour palettes, images.



Generate Brand Specific Collateral

Combine standardised content, placeholders and brand templates to generate brand specific digital and PDF format collateral.

Revealr MultiBrand Delivers a Fast and Measurable ROI

Lower Cost	Lower Risk	Faster Speed to Market
Content changed once for multiple brands	No version control issues. Full audit trail of change	Updates available instantly

