



Case Study

Learn how Asset Bank built a central brand hub to give ITV a consistent identity across everything that it does.

Introduction

ITV plc is one of the UK's best-known media brands. ITV's roots are in the ITV regional broadcasting franchises that were first awarded over 50 years ago. Now, it remains the UK's largest commercial channel by audience share.

ITVCreative is the broadcaster's in-house, full-service creative agency and production company. They offer a full creative production service from concept to delivery. Their team of experienced professionals need one place to access brand assets and share them with external partners.



The Challenge

In 2013, ITV launched a rebrand to provide a modern, unifying brand identity for all of its channels.

One key requirement was for the Brand Site to fit seamlessly with ITV's new brand identity so that it could lead by example.



How Asset Bank helped

Asset Bank worked with the team at ITV to create a brand hub that the teams could feel at home with. The sparkly new Brand Site was a success and now provides the following:

- One place for employees, suppliers, partners and journalists to download approved brand assets, such as logos, fonts, and Microsoft Word and PowerPoint templates.
- Guidelines for how to use the brand assets. Users can read instructions online, and browse and download the brand guidelines as PDFs. In addition, when a user downloads one or more brand assets, the appropriate guidelines are included in their download.
- Powerful reports, enabling admin users to track who has downloaded which assets, and for what purpose.



How Asset Bank helped

- An approval process for new 'creative' that uses the brand assets. For example, an employee who has downloaded a logo for use in new artwork can upload the finished artwork file for approval. A member of the ITVCreative brand team then either approves the artwork or adds comments and rejects it back to the employee. The approved files remain archived on the site in case they need to be referred to later (for example to find out who approved them).
- Single sign-on (SSO) for ITV's employees, so they don't need to remember yet another username and password combination.



Client feedback



"Asset Bank is a powerful, user-friendly system developed by an intelligent, hardworking and proactive team at Bright. ITV is delighted with the performance and service."



Contact

Our mission is to make your workday more inspiring and productive so to discuss the impact that Digital Asset Management could have on your organisation, contact us on +44 (0)1273 923153 or at info@assetbank.co.uk

If you're an existing Bright client and would like to discuss getting the most out of Asset Bank or any of our DAM products, please contact our team at support@assetbank.co.uk

For further information about how Bright can help to transform your digital assets strategy, visit us at assetbank.co.uk



Asset Bank has really helped other departments in our organisation because rather than them having to go to the marketing team to request a file, they can now package together some photos/documents to take with them that day. So it's bringing in business development. It's bringing in sales. And it's supporting our engineers too."

Jessica Banham, Group Marketing & Brand Manager