



Easy, intelligent
web-to-print
for multi-site networks

BrandDemand[®]
by [printing.com](https://www.printing.com)

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a quick and easy web-to-print solution

Your web-to-print system is designed to **compliment** your existing branding.



01 We'll build you a private web-to-print system and populate it with your branded templates.

02 Users in your network can log in, edit the templates and place orders 24 hours a day.

03 You can review all of the orders before they are completed, if required.

04 Run reports each month to keep up to date with the marketing activity across your network.

You'll have a **complete view** of the order activity.



The ordering process is **quick and easy**. Use the system to order print or to download a PDF.



We have flexible turnaround options allowing you to **choose your turnaround** and choose your price.

web-to-print

what is web-to-print?

Web-to-print is a general term which refers to print orders that are transacted online. These orders could be for flyers, leaflets, business cards, stickers, pens or even mugs.

Most web-to-print orders involve an element of personalisation. In this instance a customer would enter their name and contact details into a custom built template – such as a business card – before confirming the quantity and type of card needed and then 'checking out'.

why use a web-to-print system?

To save time. The traditional process for ordering print would involve contacting a printer, requesting a quote, ordering a new job, waiting for a proof, requesting changes, before finally signing the job off for print. This could take up to a week and then it may then take an additional 5-7 days for the order to be produced. A web-to-print system simplifies this process and allows orders to be placed in minutes, rather than days.

To save money. Costs attributed to paying a designer to make changes are removed as this is done by the user at the time of ordering. A web-to-print system will also allow you to harness your group's buying power – giving access to discounted products and special deals.

To improve brand alignment. A 'brand' is important to every businesses no matter what the size. However, for a large multi-site or a franchised network there is a danger that with so many people using the brand, somewhere along the line it will be interpreted in different ways. By ordering from templates on a web-to-print system Head Office has greater control over how the brand can be used, ensuring that it remains consistent throughout the network.



do I need a web-to-print system?

If you find that your central resource is being eaten up with managing print orders, or your brand is being diluted across the network then a web-to-print system can solve these problems for you.

Similarly, if you have a network of people who all need to place print orders using a common brand, then a web-to-print system is the easiest, most cost effective and secure way to enable this.

“Why should I choose BrandDemand?”

With so many web-to-print systems to choose from, it can be hard to decide which one to invest in.

Over the next few pages you will discover the main features of BrandDemand. Features which we think make it the best web-to-print system on the market.

marketing microsite



Personalised Microsite

The BrandDemand system includes a fully branded marketing microsite. Users from your network securely login to the private marketing microsite which features your corporate branding. Colours, fonts and your logo are used to customise the microsite to complement your brand. It can even be integrated with your company intranet.

The marketing microsite contains everything you need to manage the print requirements of a large network.

Files & Images Folder

Think of this as your easy access, central resource to store all your brand components. Company logos, pictures, manuals and documents can be stored here and shared with your network at the click of a button. Files are stored securely and can be accessed wherever you are, whenever you want.

Automatic Login

Already logged in to your own company system? This optional feature automatically gives your users access to your BrandDemand system when they are logged into your internal system – eliminating the need to remember multiple log in details.

template library



Template Library

All of your branded marketing templates are stored in one easy to access area – the Template Library. You can start off with an initial suite of templates at launch, and then add to the library over time to reflect your changing ideas and marketing initiatives.

When a user in your network is ready to order, they simply browse through the library, choose a template, and personalise it with their details before placing an order.

Folder Management

The marketing templates can be sorted into folders and named by product type, service type, season, etc. to make them easy to find. templates can be made visible to the whole network, or individual users as required and can appear in multiple folders too.

Fixed -v- Flexible

You decide which areas of the marketing templates should be editable and which areas should be locked. Your Client Service Team will apply your preferences to your templates, ensuring that your network can only use them as you intended. - see page 13 for more details on how templates work.

Active Updates

A clever, time saving tool that will pre-fill the template with certain details when a user opens it. Information is drawn directly from the user's account information, therefore reducing the risk of transcription errors.

management tools



Management Tools

The BrandDemand system contains a suite of management tools to enable your central marketing team to control user access and efficiently oversee the marketing activity throughout your network.

Only users with 'Administrator' access level will have access to these tools.

Manage Your Users

Quickly create new accounts for branches or individual users, control access to your system, assign access levels and settings to users depending on their role.

Approval+

This feature allows you to check and approve artwork centrally, before the order proceeds to print. This feature can be disabled for experienced users who understand your brand guidelines, and enabled for new or inexperienced users.

Marketing Credits

Marketing credits enable centrally funded marketing initiatives to be managed in an efficient way. Credits are easily created and allocated against individual branches to use against their next order. Ideal for starter packs, to encourage the use of a new initiative or as a reward.

Reports & Analytics

Access and download reports detailing your network's marketing activity 24/7. Understand who is ordering what, and importantly who is not.

printing.com products



Print Products

BrandDemand includes a ready-made print system. It is fully integrated with the extensive printing.com product range – 3,000+ product options, each with a guaranteed turnaround. Tell us what products represent your brand, and we'll only make those options available to your network.

Harness your network's buying power with discounts up to 30% off standard prices, as well as monthly offers of up to 50% off.

BrandDemand can also be used to order items that fall outside of the printing.com range and branded stock pick items such as pens, clothing and mugs.

Turnaround

We make it easy for you to plan your promotions. Our most popular products are delivered in just 3 working days. You've got the power to make us work even quicker, our flexible turnaround options allow you to choose your turnaround and choose your price.

Guaranteed

Our products are backed by our turnaround promise. If we fail to despatch your order on time, we'll give you a print credit to the full value of your order. In the past two years, we've despatched 98% of orders on time, or early.

Production

All our orders are produced in our central production hub that is equipped with the latest technology to ensure the highest quality for your products.

ongoing support



System Support

We know that learning to use a new system can sometimes be a challenge, especially when you have a large network of users to consider. With BrandDemand you get access to all the help you need to get the system up and running, as well as on-going support to answer day-to-day operational queries once the system is in use.

Your Client Service Team

At the start of the project, you will be assigned a Client Service Team. These named contacts will be available on an on-going basis to provide system support to you and your network.

Training

Once the system has been built, you can choose to roll it out in stages, or launch across your whole network at once. Either way, your Client Service Team will provide training packs to all users and supply ongoing support and training as appropriate.

Offline Orders

Your Client Service Team are able to assist your network with any ad hoc orders which can not be fulfilled by the templates in your library. Head Office approval will be sought for all offline orders to help maintain brand alignment if required.

Design Service

Need design at short notice? Your Client Service Team can offer graphic design services for last minute, or one off projects. Similarly, if you wish to rebrand, we can offer design packages to suit with the added benefit of updating your template library at the same time.

Review

Every six months your Client Service Team will meet with you to review all aspects of your system and to discuss how it is being used throughout your network. The outcome of these meetings will shape the development of your system in the future.

franchise tools



Franchise Printing

The BrandDemand system has been developed by printing.com – a Franchisor since 2002. printing.com understands franchising and the complex relationship between Franchisee and Franchisor.

BrandDemand provides a platform that satisfies the print requirements for a franchise network, encompassing the entrepreneurial characteristics of the Franchisee as well as maintaining brand alignment for the Franchisor. Many of the BrandDemand management tools have been built with the needs of a Franchise network in mind.

British Franchise Association (BFA)

printing.com has been a full member of the BFA since 2002 and the founder of printing.com has formerly served as a director of the BFA.

BFA Brand Partner

In 2012, printing.com became the BFA Brand Partner for web-to-print systems due to the in-depth, practical and personal knowledge of franchising exhibited.

pdf download



PDF Download

BrandDemand can also be configured to allow PDF downloads. This means that once a user has personalised a template - they can choose to just download a PDF instead of ordering a printed item.

This PDF could then be sent to your preferred supplier for printing or emailed to a newspaper for use as a press advert. This enables the system to provide a complete solution for all your marketing requirements.

*pdf generation charges apply.

how templates work

Colours can be fixed to reflect house styles or open to Franchisee selection.

Each field can be specified '**Editable**' or '**Non Editable**'.

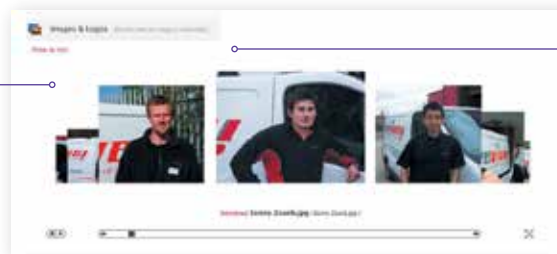
No more reflow issues! If additional text is added to a text box which is fixed in size, the BrandDemand system will intuitively **reduce the point size** (to a sensible level) or reject the additional text, according to your rules.

How much control is given over the **font** itself? Font style, point size, bold or italic is again under the control of the Franchisor.

The advertisement template for Revive! features a grey background with a white wavy line at the bottom. At the top right is a 'Winner Franchisor of the year 2009' badge. The main headline reads 'You take care of the shopping. We'll take care of your car.' with 'care' in large red letters. Below this is a sub-headline 'Ask Revive! to take a look at your bodywork today.' followed by a paragraph of text. To the right of the text are three small images with red labels: 'Bumper scuffs', 'Scratches', and 'Alloy wheels'. At the bottom left is contact information: 'So call your Michael Patterson today, free on: 0800 123 9988 or email us at: m.patterson@revive-uk.com or visit our website: www.revive-uk.com'. At the bottom right is the Revive! logo with the tagline 'setting new standards in mobile car care'.

Photos could be locked within the template or a Franchisee could change the image to an alternative from your Digital Asset Store.

It is easy for new images to be added to the **Digital Asset Store**. Centrally, this could reflect a new photo shoot or locally, a Franchisee adding a logo reflecting membership of a local Chamber of Commerce or Trade Association.



Underpinning the BrandDemand system is the **Digital Asset Store**; an image library containing your logos, photos, icons, maps etc. Essentially all of the digital assets that represent your brand. It's easy, it's intuitive.

roadmap

6 simple steps to make it happen

1

Exploratory meeting

A chance to find out more, ask questions and for us to show you a mock up of a BrandDemand system for your network. This is usually conducted over a webinar



2

Proposal

A formal written proposal detailing printing.com's offer to develop a BrandDemand system, including system setup together with proposed discount matrix.



3

Engagement

Your people and our people; working together to develop the Operational Brief, specifying what templates you need and what you want them to do. The Impact Day ensures all the right people are in place to contribute, including your external creative agency if appropriate. Depending on the scope of the system we aim to deliver the full system within 2-4 weeks from Impact Day.



4

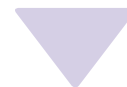
Launch

Depending on your company's size and structure, we will roll the system out either in stages or in one national launch as appropriate. We also create a personalised userguide for all user requirements.

5

Reporting

The System Administrator and key staff within the Franchise Head Office team have ongoing access to a suite of reports showing what has been ordered by respective Franchisees.



6

Performance evaluation and system development

We continuously audit our performance in terms of on-time production and template creation to ensure conformance with our obligations, as originally set out in the Service Level Agreement.

printing.com present these results formally, on a six monthly basis, as part of an overall service evaluation.

Adaptability and the addition of new templates are key to keeping the system up-to-date; accordingly additional templates can be added on an on-going basis. However, the biannual review provides an important punctuation in the relationship and a chance for printing.com to contribute proactively to your future plans.

prices

savings

By using the BrandDemand system, your network will be able to leverage their group buying power and get print discounts of 5-30% depending on the size of the network and anticipated spend.

In addition to this, they will also benefit from monthly offers of up to 50% off selected products.

The BrandDemand system also eliminates amendment fees on a job-by-job basis – automatically saving an average of \$50 per print order.

cost

The implementation and licence fees for the BrandDemand system and its associated benefits are \$2,500 per company. This includes:

- System set up;
- 10 templates*;
- Preparation of your Files & Images folder and brand archiving;
- Client Service Team;
- Training;

A \$1,000 maintenance fee is usually payable annually after the first year for the on-going maintenance and support of the system.

All of these fees are reimbursed once the system has been used for over \$60,000 of print orders in any one year.

* Additional templates charged at \$99 each

All prices exclude GST



i like it. what now?

Call us on

0508 4 BRAND (27263)

or email

nz.branddemand@printing.com

to set up an exploratory meeting.

www.branddemand.com

16-18 Cashew Street | Grenada North | Wellington | 5028