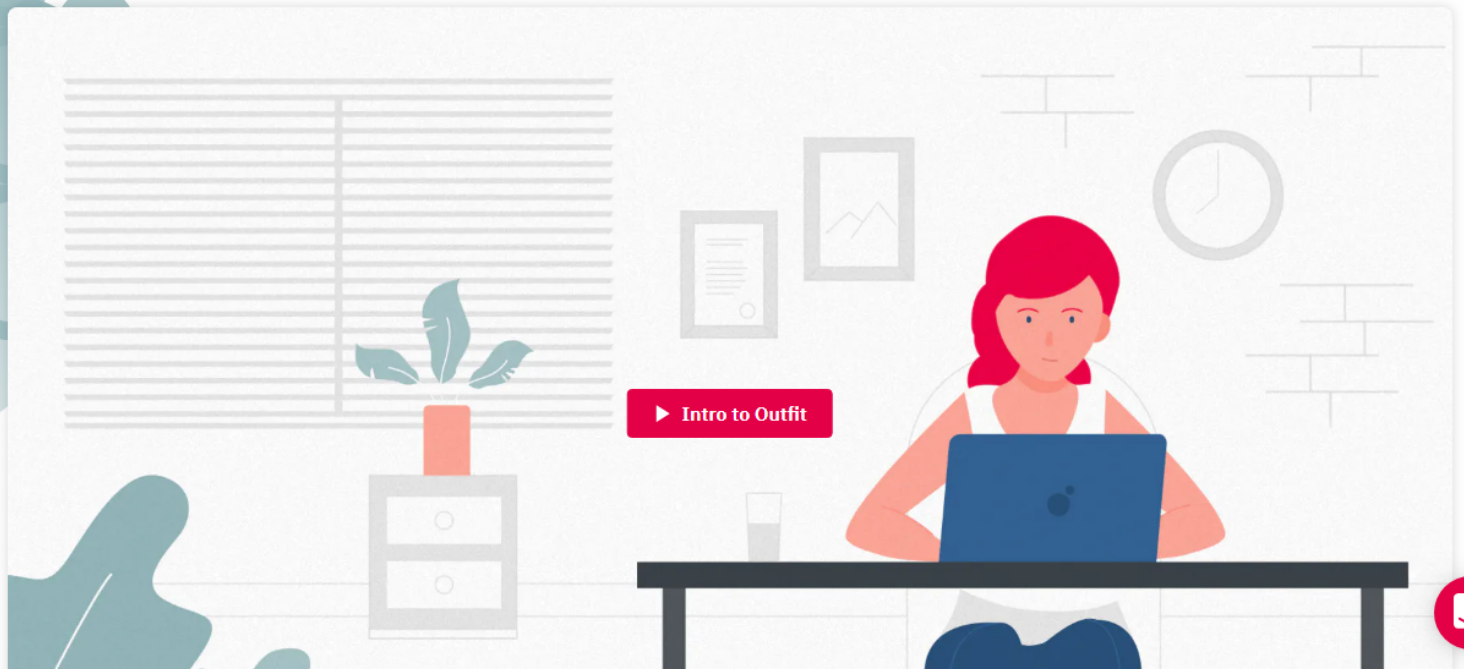


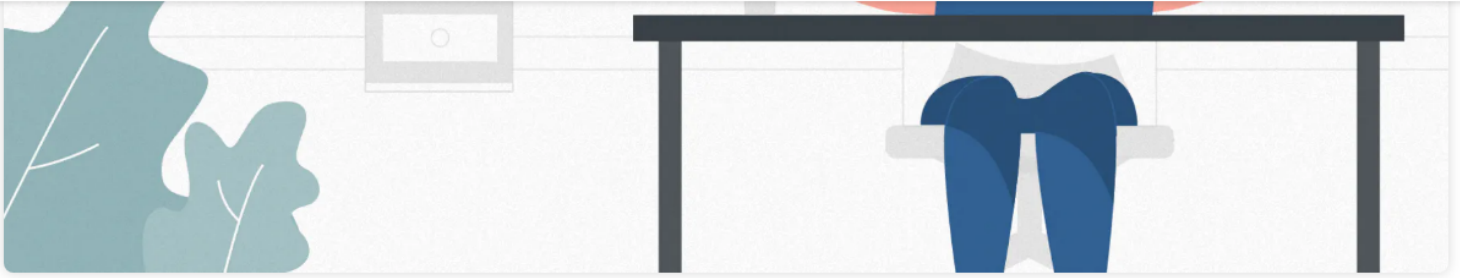
# Brand Management Platform

Outfit empowers teams to self-produce content at scale, at speed and on brand. Every time.

[Request a Demo](#)[Read our Customer Stories](#)

## Brand management software used by enterprise customers





### Strengthen brand integrity

Every piece of collateral, on-brand, on time and at scale



### Faster to market, again and again

More campaigns launched, with ease of iteration



### Reduce production costs

Hours of time saved across the organisation without needing to outsource production



### Maximise your existing data

Eliminate the waste and frustration of long build times and data movement



### Empower teams

Empower the whole organisation to create on-brand content



### Reduce risk

Your brand in safe hands with approval workflows, clear templates and an audit trail



### Marketing Production

Free your time, and your teams' time, to do more of what matters by automating marketing production.



### Asset Library

Amplify the power of your brand through, powerful digital asset management and integrations, feeding directly into your content production.



### Brand Management

Execute with the confidence that comes from brand standardisation and management.

**We know organisations struggle to produce enough on-brand content to**



## We know organisations struggle to produce enough on-brand content to satisfy their customers and deliver sales. The right brand management system supports this.

Outfit creates new ways to allow enterprises to be more successful through our brand management platform. So much of what marketing and brand teams do is formatting and applying the brand in the proper way. Organisations understand that brand is powerful, but sitting it with only a few people with the right software is limiting and creates frustration.

Imagine a brand management platform where the use of the brand was controlled but anyone could build content on-brand. A brand management platform where you could create personalised content at the click of a button. A brand management platform that integrates with your existing martech stack, complementing your existing CRM, marketing automation and resource management.

### Brand management solutions for enterprise

The Outfit platform is a new breed of online **brand management**. It isn't just a cloud storage solution for your brand assets, it is brand management software that allows anyone in your organisation to use your brand assets to produce marketing and sales collateral.

Brand management software to ensure your brand is rigorously controlled but able to be used by anyone, not just a graphic designer.

A brand management solution to empower your team and your whole organisation.



#### Email production

Generate on-brand assets for emails easily through Outfit



#### Print production

Customised templates ensure on-brand print production



#### Digital production

Personalise digital production at scale



#### Social production

On-brand social production without the designer

### Brand automation

Brand automation isn't yet a common term used by marketers and brand managers, but increasingly marketers are seeking solutions to branding inconsistencies, production bottlenecks and the sheer volume of creative now



## Brand automation

Brand automation isn't yet a common term used by marketers and brand managers, but increasingly marketers are seeking solutions to branding inconsistencies, production bottlenecks and the sheer volume of creative now needed for proliferating marketing and communication channels.

**Brand automation** uses technology to automate on-brand marketing production.

Brand automation, at its most basic level, takes existing brand and marketing assets and automates the placement and use of these within a template framework. The template framework means users without design software or skills can produce collateral, on-brand.

Automating your marketing production and brand management through brand automation allows you to deliver a **return on investment** both through saved production costs where you don't need to outsource production anymore, and through time given back to your inhouse design studio.

## Request a demo

First Name\*

Last Name\*

Company Name\*

Phone Number\*

Email\*

Role\*

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Email Address

First Name

Last Name

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### Product

- Features
- Brand Management
- Asset Library
- Email Production
- Print Production
- Digital Production
- Social Media Production

### Solutions

- Universities
- Franchise
- Real Estate
- Technology
- Enterprise
- Financial Services
- Marketer
- Communications
- Graphic Designer
- Brand Manager
- Sales
- Franchisee

### Customer Stories

- Bakers Delight Case Study
- Monash University Case Study
- 12 Round Case Study
- Red Hat Case Study
- ROI Calculator

### Resources

- Pricing
- All you need to know about Brand Management
- Blog
- Support
- How Outfit Works
- Frequently Asked Questions
- Franchise Branding eBook

### Integrations

- Developers' API
- Salesforce
- Salesforce Marketing Cloud
- Marketo

### About Us

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