



Brandbank Limited  
28 Whiffler Road  
Norwich Norfolk  
NR3 2AZ

Tel: +44 (0)845 370 1980  
Fax: +44 (0)845 370 1981

email: [info@brandbank.com](mailto:info@brandbank.com)  
[www.brandbank.com](http://www.brandbank.com)



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“**Welcome** to this brief overview of the imaging and data collection service that **Brandbank** provides for product suppliers. We look forward to having the opportunity to **help you optimise** the display of your products on your customers’ websites.”

*Rob Tarrant*

**Rob Tarrant**  
Managing Director



If you're supplying products in the retail area, you'll already be aware of the pace at which your online customers are moving. Their previous aspirations of targeted consumer messages and user-specific marketing are coming to fruition beyond their wildest dreams.

#### *What does it mean for you?*

Probably hardly a day goes by without yet another request for product image 'x' at size 'y', or product data for this or that particular channel or marketing initiative. Unfortunately the demands seem to increase in pace and diversify as they all start to create their own unique online drivers.

#### *Is it important?*

You bet it is. The online sector is the fastest growing retail area, not just in sectors such as media/electronics but increasingly in the traditional sectors - like grocery. Any ineffective brand presentation shows a clear correlation with lost sales. Research is also showing that tech-savvy consumers are investigating products online before making in-store purchasing decisions. So, when those consumers purchase alternative brands in-store, you can't be sure that they were not influenced by your competitors' clearer online presentation of their product attributes.

**So how do you solve this without your admin costs blowing the budget?**



We've been working with the major online retailers and their product suppliers since the very early days of grocery sales via the Internet. And we're now the UK's biggest provider of digital image and data content for large-scale transactional websites.

*What's the secret?*

We've invested millions in our systems and processes to make life simple and effective for you by:

- liaising with the major online retailers to confirm which products and data are required
- contacting the retail suppliers where a product requires images or data for online sales
- receiving product samples or product artwork from which to derive the online information required
- collecting all images and data requirements for all customers before asking you for final approval
- distributing all approved images and data required by your customers
- providing you with 24/7 online access to satisfy your ad hoc requests.

*It doesn't stop there.*

We'll also work with you on all product changes and any marketing campaigns required to keep your online product images both up-to-date and fresh.

Our service is growing at quite a rate and we now hold approved images and data for over 130,000 products, for over 2,000 clients. This is because we provide our customers with exceptional value for money, for a very low investment and we satisfy the plethora of requests coming from all of their clients.

Our role is to help them to present products on their e-commerce websites, ensuring high quality, brand consistency and providing a continual perception of 'product accessibility' at all times.



**We've invested millions in our systems & processes to make life simple and effective for you.**

*So, we don't design sites, or optimise them or host them, but we do:*

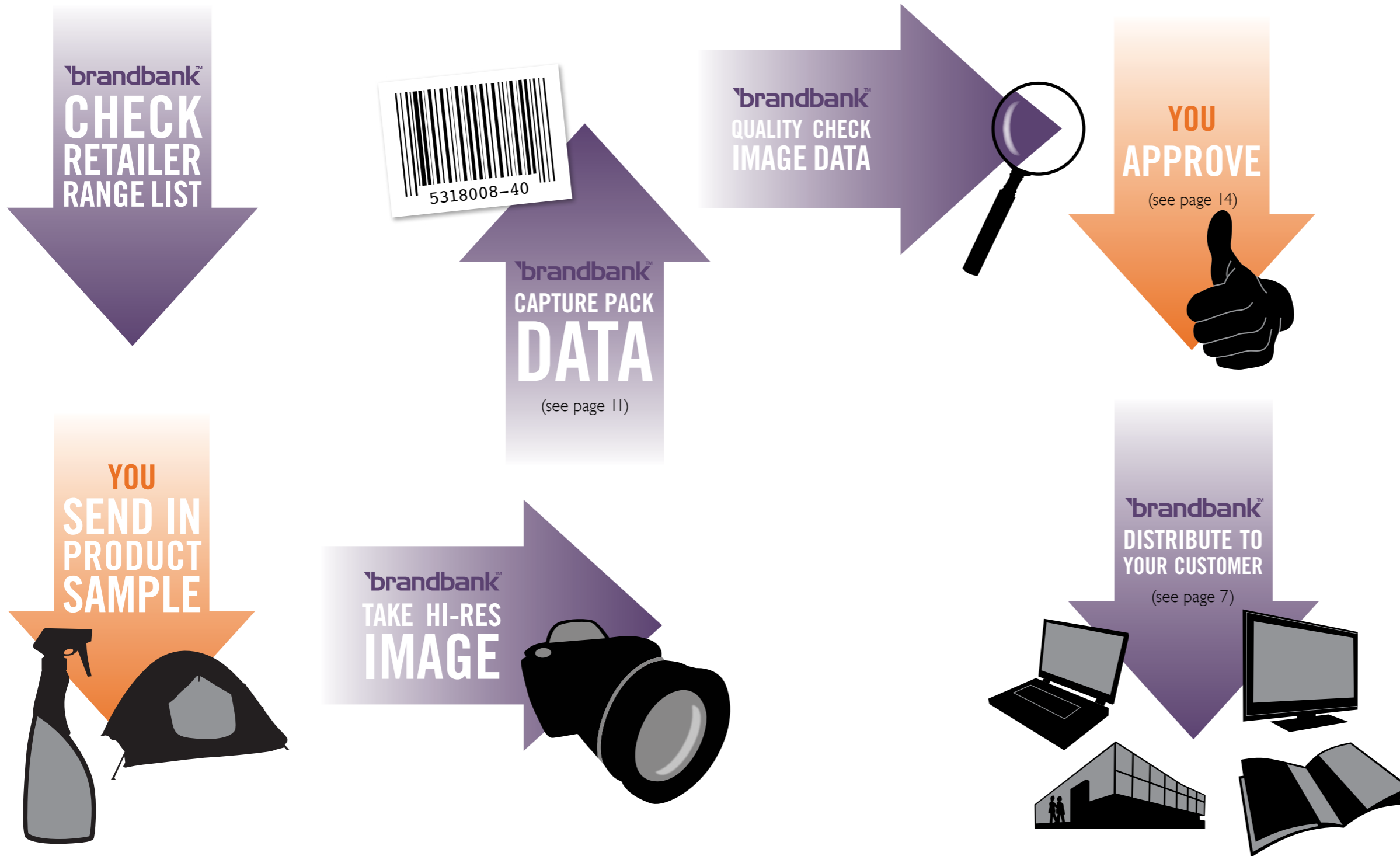
- source product samples
- photograph products and retouch
- input product data
- provide online storage, access to and management of digital assets
- provide machine-to-machine transfer of data and images.

*for your major customers such as:*


*and for over 2000 large and small suppliers such as:*


**Our service isn't just for the major players in the marketplace. It's designed to make life easy for all sizes of suppliers.**





### TESTIMONIALS

*"The service and images Brandbank provide for AB World Foods is outstanding! The images are clear and crisp and my dedicated Account Handler and Customer Service Executive are friendly, helpful, informative and totally approachable. I would recommend their services."*

**Hayley Matthews**  
Trade Marketing Executive Multiples  
AB World Foods

*"Brandbank is a simple and effective tool for delivering and maintaining up-to-date images and information to our accounts."*

**Becky Slade**  
Sales Planning Manager  
Ceuta Healthcare

*"The use of images on retailer websites is critical in driving shoppers to your products online. Shoppers navigate the website looking for the product they recognise - if they can't see it, they will assume it is either not stocked or is not available. The result is lost sales for both the retailer and the brand. Using Brandbank ensures the product and data is available for use online is a very short space of time. We know that 40% of sales can be lost when an image is not available, so it is really important that the image is online."*

**Nick Widdowson**  
Merchandising Manager  
Unilever UK

## WHY GO ONLINE?

### *Increased sales through ongoing online presence*

Feedback and research from retailer sites has the presence of a product image and data as being of primary importance to consumers. As online shopping has evolved, the absence of images and data is perceived by the customer as the product being out of stock, or even as having something to hide.

### *Increased sales through updating information*

Consumers are tempted by products represented by new images and data. Clients are reporting a 40% uplift in some products, made up of increased sales for the item and additional sales at the expense of competitor products not displaying information.

### *Increased in-store sales*

Research shows that the presence of images and data online has a knock-on effect with in-store sales. Consumers increasingly research their purchases online but some will then purchase in-store if marginal price differentials, convenience or urgency make this an attractive option.



### *Good product presence*

Brandbank is set up with one aim in mind, and that is to get your products displayed online with your retail customers in the best possible way, in a quick and cost-effective manner.

In order to achieve this we:

- have top-quality studios and photographic equipment that deliver consistently high-quality images of our customers' products
- employ experienced photographers, many of them graduates from the UK's top art colleges
- are experienced at interpreting data, capturing it and then checking it to make sure it meets our exacting criteria. Where global standards exist, wherever possible we make sure our attributes follow those standards
- work closely with retailers to understand their future product display needs, thereby ensuring that work carried out for you can be compatible
- hold master images so we can create the many different formats that retailers require
- can take multiple photographs of your product to reflect lifestyles and moods, or simply shoot the product content out of its packaging
- ensure any brand changes are reflected as speedily as possible and this is included in a single yearly price. \*

\* Ask about specific product pricing for more details.

### *Quickly delivered*

- Our data and image turnaround target is 5 days (although the quickest we have handled a product is just under an hour!)
- We monitor retailer range lists for updates on new products and deliver these to your retail customers if we hold the products in our library. If we don't have your products we will contact you so you can send them to us for processing
- Bespoke workflow systems deliver your product to the online store as quickly as possible, with minimal effort
- 24/7 online product library access means that images and data can be viewed and signed-off at any time, at your convenience
- Automated machine-to-machine distribution of your product data to your retail customers means no reliance on emailing or FTP etc.

**You send your samples in and then approve the work when it's done – we do all the rest.**

### *In a cost-effective way*

- Simplicity; you send your samples in and then approve the work when it's done – we do all the rest
- Data resends – our experience shows that a single product is sent an average of three times a year to a single retailer before any revisions or re-branding. On average, each retailer we send images to uses three image sizes. So for a single retailer, that is nine images a year per product. If you supply, say six retailers, multiplied by nine images, that's 54 images being sent - all for a single price
- All product changes during the year are included in the price \*
- We deal with all those niggling, ad hoc requests for your images from your customers/partners
- High-resolution images are available to use in other marketing activities – advertisements, point-of-sale, literature etc.
- Lower-resolution images are available for space planning, presentations, documents etc.
- Data and images are available for internal systems via XML download
- We are totally flexible in the way we receive product information, e.g. products, images and data sheets
- We handle all online product queries for you
- You have control of your brand – you sign-off your products when they are as you want them, so they appear on retailer websites looking exactly as you would expect.





our **state-of-the-art**  
photographic **studio** ensures  
uncompromised **image quality**  
for your **online presence.**

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## 01. Permission-based log-on system.

You choose who can perform what actions on your products.

## 03. Advanced Search.

Allows searching for a product based on barcode, description, version date, etc.

## 05. Image Gallery View.

Get a quick overview of all your product images and then drill down to the detail.

## 07. Download Image in Chosen Format, Data in PDF or XML format.

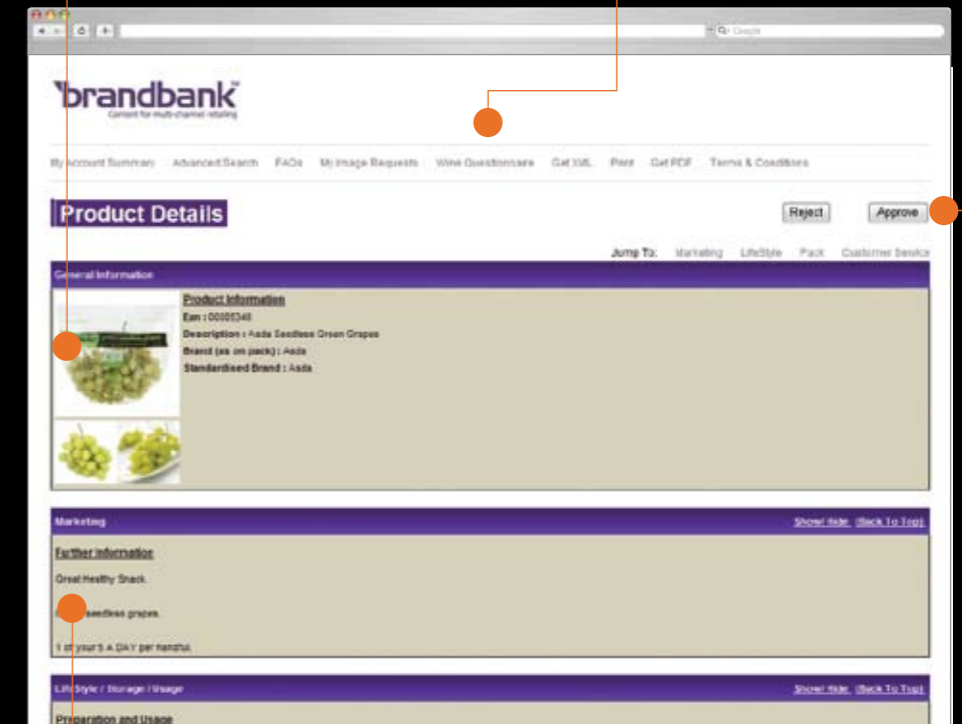
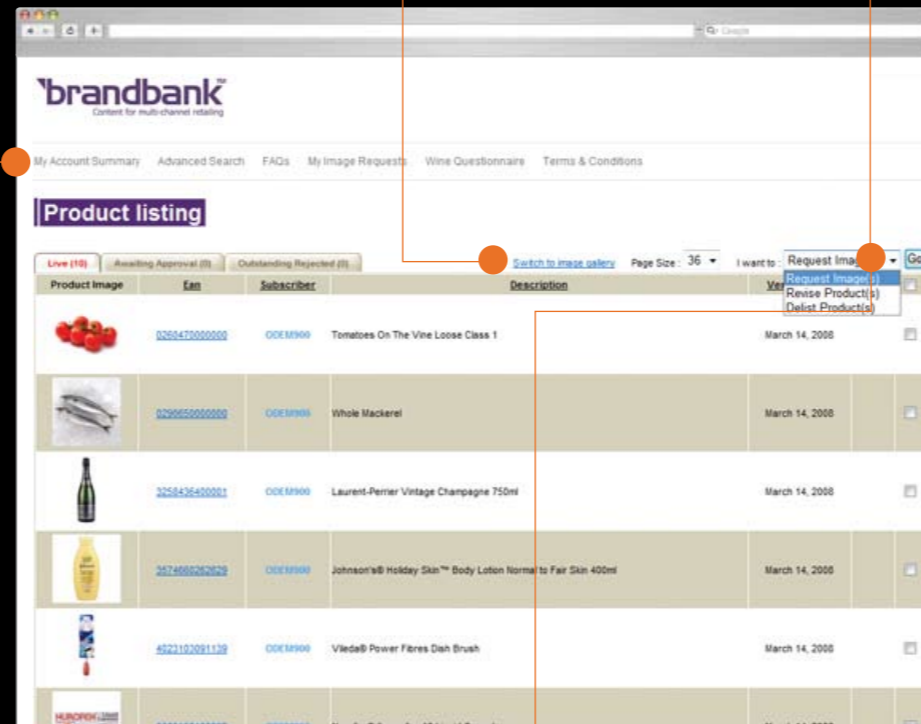
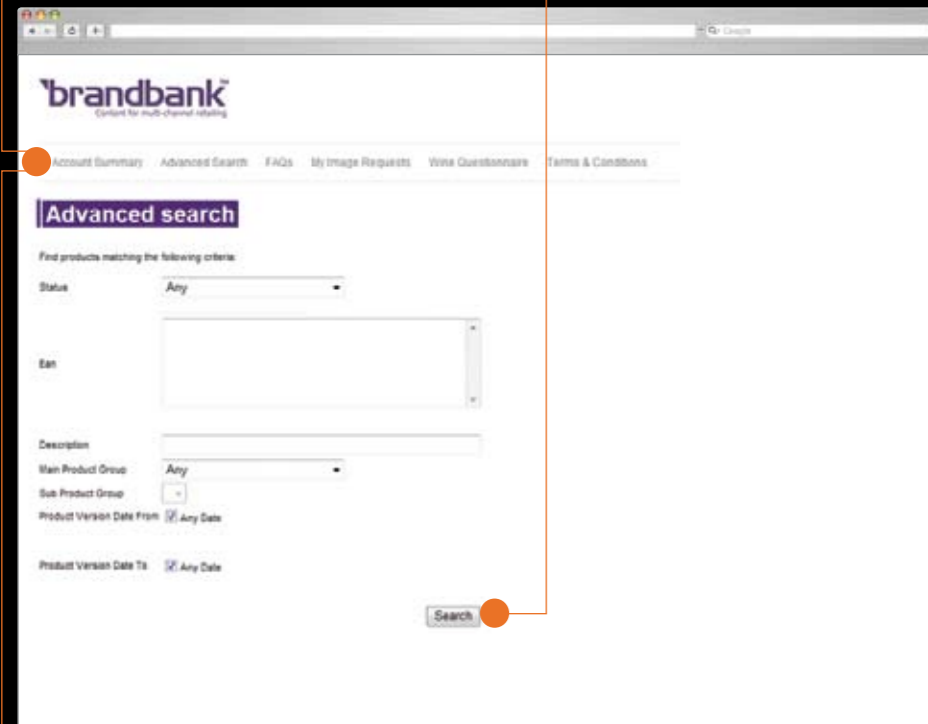
No more insecure FTP, or waiting for CD in the post. Instant retrieval of high-quality images of your products and product data.

## 09. Multi Image viewing.

All images of a product are shown together with the associated product data to allow the management of complete packages of digital product information.

## 11. Non-Pack Information.

Add extra information that isn't represented on a pack and choose who to publish that information to.



## 02. Information Exchange.

Choose to share a version of the product image and measurements with others - for use in space planning, for example.

## 04. Workflow Summary.

Keep control of where your products are from ordered, work in progress, right through to which retailer has received the product information.

## 06. De-list & Update.

Make requests directly to Brandbank online, to have your products either de-listed from the service or updated.

## 08. Multi Select Option.

Save time by performing actions on many products at once.

## 10. Online Product Information Library available 24/7.

Instant management and publication of your products to whoever you want, whenever you want.

## 12. Online Approval of product images and data.

You have control of the look and feel of your product images and can check the data has been transcribed to your requirements.

The GSI system is the most widely used supply chain standards system in the world, with over one million member companies and at least five billion GSI bar codes being scanned every day.



Using a common set of identification keys and GSI's four product areas - bar codes, EPCglobal (RFID), Global Data Synchronisation (GDS) and electronic business messaging - the GSI System is the foundation for a range of supply chain solutions that make it faster, safer and less expensive for GSI members to serve their customers.

Brandbank works closely with GSI to ensure that, as product attributes become globally accepted, they are incorporated into the Brandbank data model, ensuring that data held by Brandbank can be freely transferred, as required, into supplier customers' chosen data pool. A current example of this is that all products currently received through the Brandbank service are accurately measured in accordance with the GSI measurement rules and are available for download.

In addition, Brandbank co-chaired the GSI Image Standards Working Group, participated in the Food and Beverage Extension Working Group and is an active member of the Data Synchronisation Group. We are also working on several projects with GSI to help improve supply-chain efficiency and make data synchronisation a reality.





### Is the process really that simple?

"Brandbank's online image library is really useful. It ensures you have access to your product shots 24 hours a day, wherever you are."

**Will Phillips**  
National Account Assistant, Jeyes Ltd

"Having accurate images and data on our website is critical to sales success for Tesco.com and we consider them mandatory for any supplier of the business. When an image is not available, customers consider the product to be out of stock and so sales are impacted by up to 40%. With the sort of growth levels seen online vs. traditional shopping channels, suppliers simply cannot afford to lose the opportunity to secure their business for the future. As customers become more comfortable with the online space, they look for ways to compare products and so accurate product data will be the key to online success in a future of product comparison tools. The Brandbank team are professional and ideally set up to meet the challenges of a fast-paced online retail environment. As such, they provide all images and additional product data to Tesco.com"

**Ceri L Davies**  
Grocery eCommerce Manager, Tesco.com

**Brandbank ensures you have access 24 hours a day, wherever you are.**



"The people at Brandbank have always been exceptionally helpful, efficient and clear with us. Not only do they have a great, user-friendly website, they provide an essential and professional service, so that getting our brands and products displayed in online retailers is made quick and easy. By using Brandbank as a primary resource, we make the most of all the features available to us and their consistent, top-quality images save us a lot of time with regard to producing all kinds of advertising, POS and marketing materials. Brandbank has certainly become a daily phrase in our office!"

**Astrid Van Waveren**  
Marketing Executive, Free Run Wines Ltd

### ..and are the results that effective?

"In the three years I have worked with Brandbank, the quality of image that has been delivered has been nothing other than excellent. Moreover, the level of service and general efficiency of the Brandbank team has been second-to-none. I just wish that every company I dealt with provided such a high-quality service."

**Gareth Perry**  
Database Manager, L'Oréal

"I'm pleased to announce that we have just been awarded our second Queen's Award for Enterprise in International Trade (our first one was in 2004). It goes without saying that we are all extremely pleased here, it being the UK's most prestigious business award! I would like to thank you and your team at Brandbank for the help and support you give us as a key supplier. I feel we enjoy a great level of support from you, and without this support we wouldn't be where we are today."

**Martin Tabbitt**  
Operations Director, Nisa International

We hope this overview of Brandbank has helped you understand the benefits your company will reap from online product representation - with the guarantee that minimal effort is required on your behalf.

From initial correspondence, we aim to rapidly provide the correct solutions for your company, ensuring your needs are fully met in a friendly, yet professional, manner.

We believe we are the best at providing large scale digital content to fulfil your online customers' requirements.

The team at Brandbank look forward to exploring these opportunities with you.

**If you're serious about maximising sales through multi-channel marketing, you should be working with Brandbank.**

For further information, please visit:  
[www.brandbank.com](http://www.brandbank.com)

To make contact, call: +44 (0)845 370 1980  
or email: [info@brandbank.com](mailto:info@brandbank.com)

