

PREVIEW

WoodWing

Content Orchestration for Manufacturers: **The secret to being on-brand, at-scale, everywhere**



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About this guide	3
The content challenge for manufacturers	4
Spaghetti isn't just food	6
Content Orchestration to the rescue	9
Five Content Orchestration success stories	
Yamaha - Automotive sector	10
Coca-Cola European Partners - Beverage sector	12
Cipla - Pharmaceutical sector	14
Fratelli Carli - Food sector	16
Bavaria - Beverage sector	18
Feeling clearer on Content Orchestration?	20

About this guide

This guide is for manufacturers that want to take a more strategic approach to creating materials for marketing, branding, and packaging.

The insights in this ebook will help marketing, brand, and design teams to be more collaborative, flexible, and scalable in their creative endeavors.

This ebook is also for IT and creative operations professionals exploring how to use transformative technology to improve operational efficiency and productivity.

If you're challenged by the growing demands on your team's time - and the explosion of content and assets you're expected to create - we can help.

We'll talk about a new approach to content creation - we call it Content Orchestration - and how technology can help you to:

- Reduce time-wasting manual work that drains your productivity
- Manage the complexity that comes from an increasing number of channels
- Maintain consistency, quality, and brand - even at scale
- Eliminate duplication and streamline workflows

Don't just take our word for it though. Check out the real-world success stories from five manufacturers to see the impact of our software firsthand.

About WoodWing

WoodWing is a technology company that helps brands, agencies, and publishers tell their stories. We build solutions that enable teams in organizations to efficiently manage, work on, and distribute the creative output. Originally serving the publishing industry, our solutions are increasingly being adopted by other organizations, such as manufacturers, wholesalers, retailers, and agencies, as their storytelling demands begin to resemble those of publishers.

The content challenge for manufacturers

Manufacturers - like many businesses - have increasingly complex content creation needs. What do we mean by content creation? For this guide, we mean the production of any printed or digital materials that promote your brand and products. In manufacturing, this could include:

- Product packaging
- Product photography and videography
- B2B marketing to - and materials for - distributors and sellers
- Printed B2C marketing materials (brochures, POS materials)
- Digital marketing content (website, social media, email campaigns)
- Sales enablement materials (product information sheets, press briefings)
- Advertising (from PPC and search ads, to billboards, TV and radio)
- Seasonal campaigns and evergreen activities
- Even vehicle branding and staff uniforms

The list goes on and on.

As if the sheer quantity of content wasn't enough of a challenge, there are further complications.

Multiple teams are involved in different elements of content creation - which can result in effort duplication, message disconnection, and brand dilution. Not only that, but internal teams may

work with external agencies to deliver specialist services such as design or photography - which adds complexity to workflows and file sharing.

Content is being created against a backdrop of constant change - thanks to product development and innovation - which means juggling multiple strategies and campaigns, and keeping on top of frequently changing products, images, prices, and descriptions.

Plus international markets require content in multiple languages - addressing country-specific regulatory requirements (for example, for nutritional or environmental information) - which means one size doesn't fit all.



And, of course, there's the challenge of managing brand asset security - and embargos on commercially sensitive materials - when so many people are involved around the globe.

Throw in ever-evolving communication channels and routes to market - such as direct-to-consumer platforms - and it's easy to see why so many manufacturers are struggling to keep on top of their content creation.

To get to market quickly with accurate on-brand content, manufacturers need efficient production processes that enhance collaboration and productivity.

But not every business has got it right yet. Many still suffer reduced efficiency and productivity thanks to outdated tools, processes, and - what we like to call - 'content spaghetti'...

