



The state of brand storytelling

How marketers are using
technology in creative
production



DIGIDAY

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Introduction

Marketers often say they want more. More time. More budget. More creative talent. But for most modern marketers, more isn't always possible. Their resources are often limited, and their production demands are always on the rise. Yet they have to proliferate content across countless channels, from social to websites to TV to print.

As a result, they've turned to an array of tools, from digital asset management to design, to make their

lives more efficient and manageable. But it's not just about efficiency: Over the course of our research and reporting for this State of the Industry guide, content creators repeatedly told us that effective tools are inextricably connected to the quality of the stories they tell.

Goals and methodology

In partnership with WoodWing, Digiday surveyed 113 industry pros from brands, agencies, and publishers' content studios, asking how they use technology to produce and distribute content, and how important those tools are to the overall quality of their brand storytelling. (According to our survey, a majority of marketers define 'brand storytelling' as 'marketing materials that illustrate the brand's values and identity.')

We also interviewed brand, agency, and consultant experts to glean their insights into the state of play.

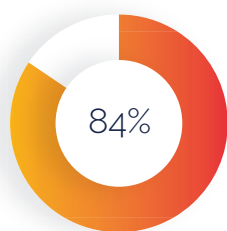
At the outset, we wanted to establish just how intimately linked tooling is to

storytelling quality — and whether marketers thought access to better tools would improve their creative output. And overall, survey respondents did indeed express that tool quality is extremely important.

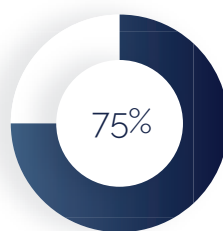
More often than not, marketers said that the current tools and processes they have in place are having a positive effect on workflow and content quality. But this sentiment was extremely flimsy: Most respondents told us that their organizations could be doing a better job of telling their brands' stories, and most thought better tools and processes could help them do so.

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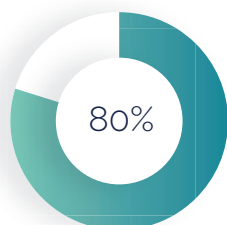
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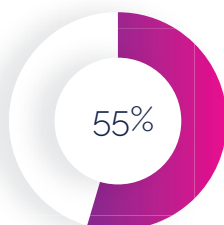
of respondents said that having established processes and workflow for creation and delivery is important to brand storytelling.



said that tools and software for content management and review are important to brand storytelling.



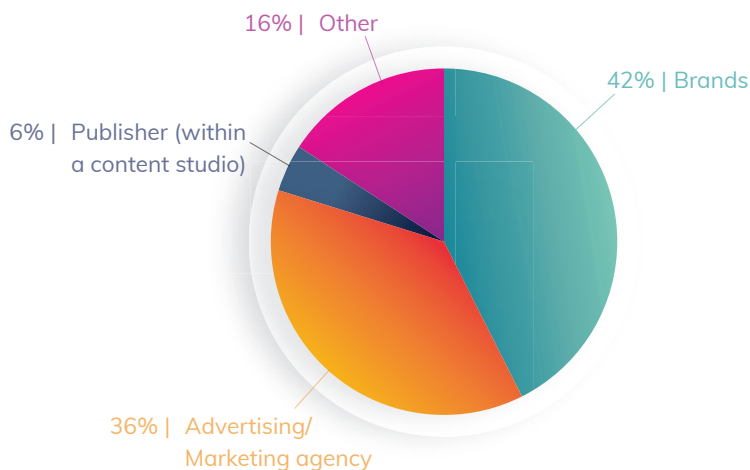
thought their brand's storytelling could stand to improve, at least somewhat.



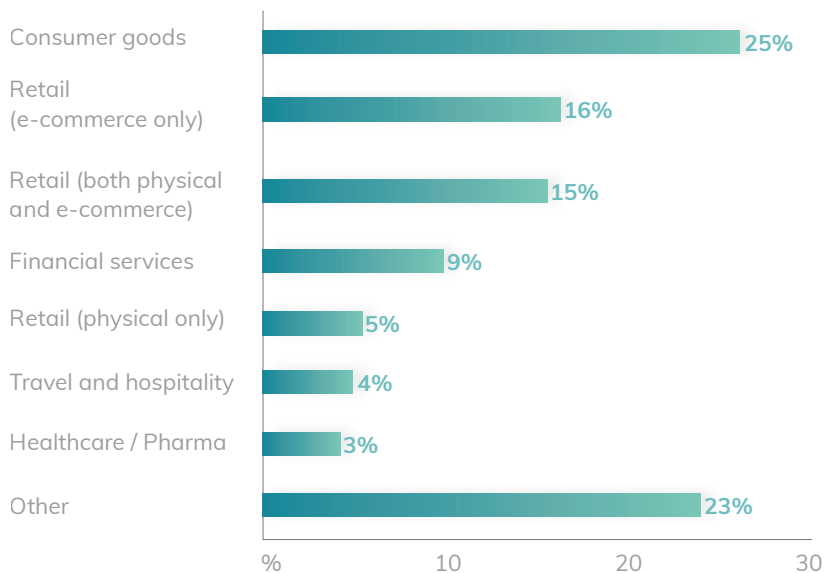
thought that new content/asset management tools would improve their storytelling.

Who did we speak to?

Most survey-takers hailed from either brands or agencies.

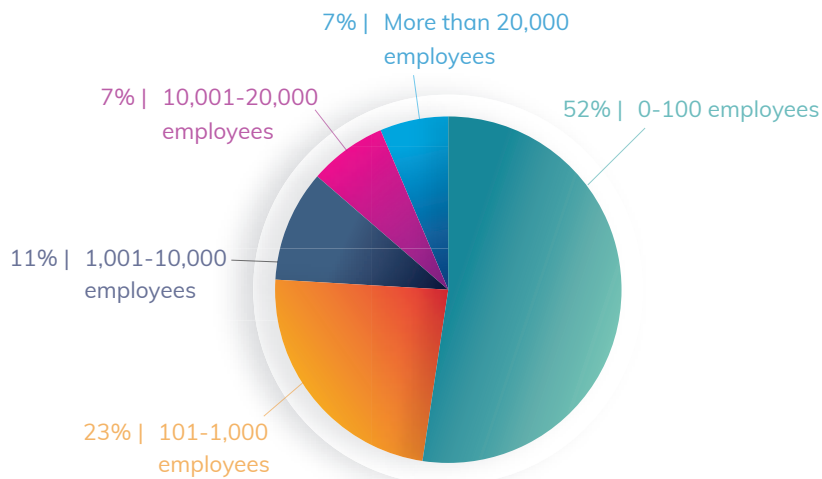


Most respondents worked in either retail or consumer goods.



Most survey-takers came from smaller organizations.

This last result indicates a heightened interest in the report's subject matter amongst professionals from smaller organizations — a revealing fact that we'll revisit a bit later on.



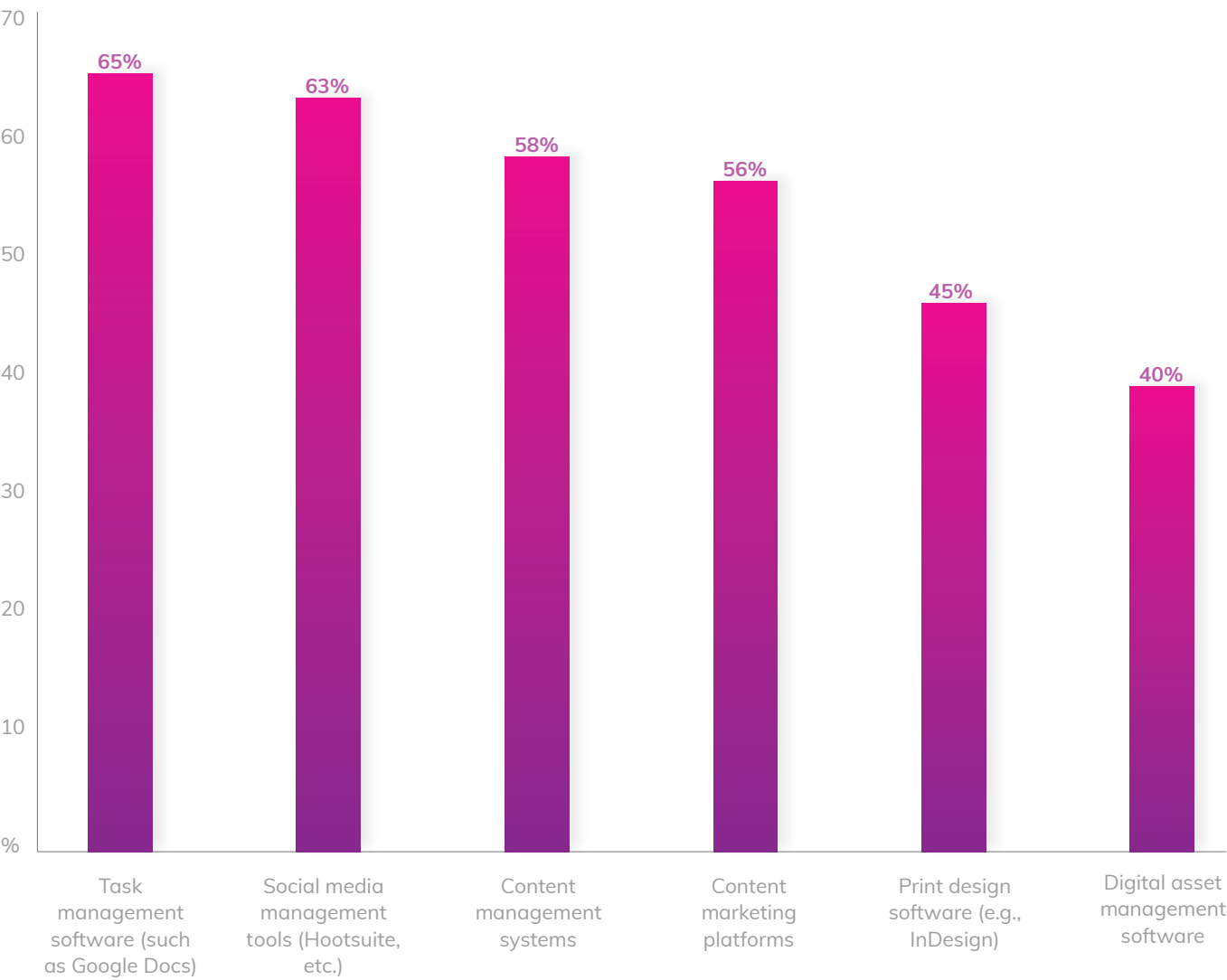
Marketers are using a wide variety of tools to create their brands' stories

We asked marketers which technology tools they use to tell their brands' stories. And as it turns out, they're using a lot of them.

Four tools were being used by an absolute majority of respondents: task management software, social

media management tools, content management systems, and content marketing platforms. Moreover, print design software and digital asset management software were both used by more than 40 percent.

Which tools/systems do you use to create your brand's story? Select all that apply.



On the somewhat lower end, three tools were used by exactly 31 percent of respondents each: project planning software, local storage/on-premises file servers and software to produce PDFs.

Do you want to read more?

Click the link below to fill in your information and
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www.woodwing.com/en/the-state-of-brand-storytelling

