

MAXIMISING YOUR ONLINE SALES MINIMISING YOUR EFFORT



Add to basket



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Welcome to this brief overview of the services that Brandbank provide to help Retailers and Wholesalers achieve high quality images and searchable product data, with minimal effort and maximum impact.

Whether you are looking for a specific machine-to-machine transfer or a quick start up, we are confident Brandbank will provide the best solution for your needs.

Rob Tarrant

Rob Tarrant
Managing Director





MAXIMISING YOUR ONLINE SALES

IF YOU ARE GIVEN THE TASK OF SETTING UP A TRANSACTIONAL WEBSITE, OR MAYBE EVEN REVAMPING YOUR EXISTING ONE, YOU WILL NEED TO METICULOUSLY SEARCH FOR ALL OF THE PRODUCT IMAGES AND DATA THAT ALLOW YOUR CUSTOMERS TO MAKE INFORMED PURCHASING DECISIONS. WE HAVE FOUND THAT OFTEN THE JOB OF GATHERING THAT INFORMATION IS LEFT TO THE LAST MINUTE IN THE MISTAKEN BELIEF IT WILL BE EASILY AVAILABLE.

THE MATHS?

Consider for a moment the logistical problem of getting images and data for 10,000 products. Each product might need two images with maybe three versions i.e. thumbnail, shopping basket and larger image. Overall 60,000 images will be required. In addition it may also need 400 words to explain its features and benefits and comply with legal requirements. That makes a staggering 4 million words to collect. Add to this a myriad of busy suppliers to contact and you are faced with an administrative nightmare and this is only the initial population of the website. What about updating it? So how do you solve this without your admin costs blowing the budget?

THE SOLUTION?

Brandbank's sole purpose is to take away that nightmare. You simply tell us which products you are going to sell, advise the suppliers that we are working with you and then... well that's it! We will deliver you the highest quality images and accurate supplier approved data. This leaves you free to concentrate on optimising your website to maximise your sales. Our systems and processes are effective and robust and have been proven with the largest online retailers.



MINIMISING YOUR EFFORT

WE'VE BEEN WORKING WITH THE MAJOR ONLINE RETAILERS AND THEIR PRODUCT SUPPLIERS SINCE THE VERY EARLY DAYS OF GROCERY SALES VIA THE INTERNET. 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 your suppliers to arrange for samples to be professionally represented
- collating all images and data requirements via your suppliers
- dealing with all product updates
- distributing to you, all approved images and data required
- providing you with 24/7 online access to satisfy your ad hoc requests

IT DOESN'T STOP THERE.

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

The need for our services is growing 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. We satisfy the plethora of requests coming from all your suppliers.

Our role is to help you present products on your e-commerce websites, ensuring high quality brand consistency at a low cost.

OUR SERVICE ISN'T JUST FOR THE MAJOR PLAYERS IN THE MARKETPLACE. IT'S DESIGNED TO MAKE LIFE EASY FOR ALL SIZES OF RETAILERS, WHOLESALERS AND SUPPLIERS.

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 OVER 2000 LARGE AND SMALL SUPPLIERS SUCH AS:



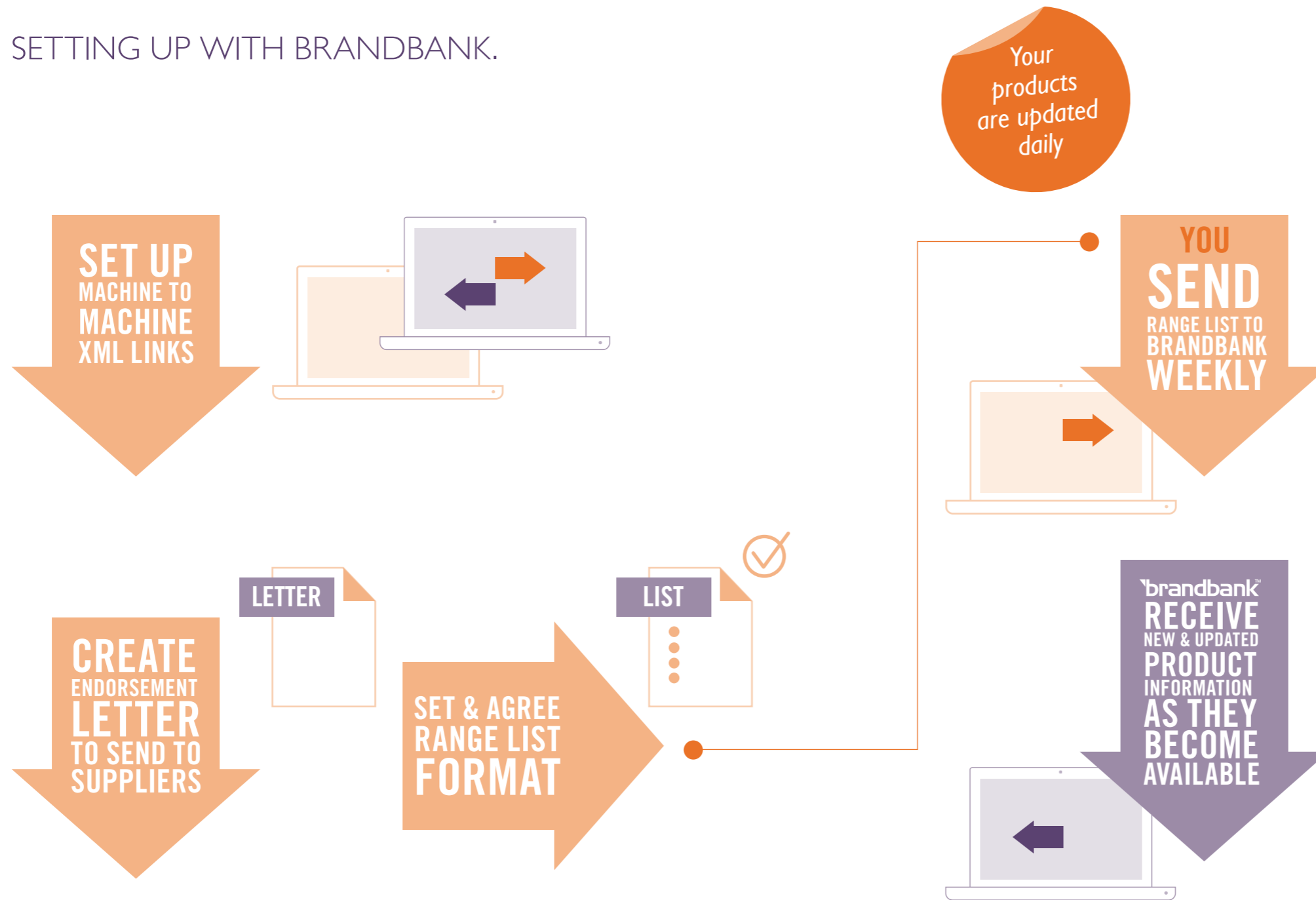
AND FOR MAJOR CUSTOMERS SUCH AS:



WE'VE INVESTED MILLIONS IN OUR SYSTEMS AND PROCESSES TO MAKE LIFE SIMPLE AND EFFECTIVE FOR YOU.

BRANDBANK: HOW IT WORKS

SETTING UP WITH BRANDBANK.



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

"When we launched our new Grocery website earlier this year, it was really important for us to improve the product images. Brandbank have worked closely with us and our suppliers to not only improve on the product shots we had, but also to help us show multiple images per product. Customer research indicates that the new imagery makes their shopping experience online much easier, which means that customers enjoy shopping with us even more."

Susie Bowden, Usability Manager
Asda

"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 in 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

RETAILER BENEFITS – WHY OUTSOURCE?

BRANDBANK IS SET UP WITH ONE AIM IN MIND AND THAT IS TO GET PRODUCT RANGES REPRESENTED ONLINE IN THE BEST WAY POSSIBLE, IN A QUICK AND COST EFFECTIVE MANNER.

WHAT WE DO FOR YOU

We listen.

Your dedicated project manager will take the time to understand your objectives and internal processes, ensuring our solution meets your needs. We can also audit consumer-facing views to validate end results, or work on-site with you if required.

We support your suppliers.

With years of experience of dealing with an extensive supplier community, we can guide manufacturers through the whole setup process, from order confirmation through to data transmission and go-live. By aggregating the requests of retailers within a sector, we can give suppliers the whole commercial picture and add weight to your requests.

We solve your problems.

We take total ownership of all supplier and product queries, resolving them on your behalf with over 2,000 suppliers. Small ad-hoc task requests are handled quickly and efficiently. For example, if you need extra product attributes, we can usually add them within a day.

We talk to tech.

Where the product volumes dictate automation, we'll work with your IT team to create a full production quality machine-to-machine interface to ensure a smooth startup – usually within a week.

All data transmissions to retailer partners are carefully monitored with automated alerts telling us if we need to contact your IT Team.

We understand that not all customers have the necessity for automation so we also cater for smaller feeds of information on an ad-hoc basis. At its simplest all we need is an email address and you can be up and running there and then.

Based on your requirements we'll work with you to find the most appropriate way to get you started quickly and minimise ongoing effort.

We keep you in the loop.

Our automated reporting gives you an indispensable summary of your project, plus detail views with full visibility of every category, supplier and product. Together with project review meetings, it guarantees that every issue will be addressed promptly and effectively.

WHAT WE OFFER

Data ready to go.

There are 130,000 images in the Brandbank database and where applicable these are immediately available to all retailer partners. If your area is grocery, wines, electrical or DIY, you'll find thousands of relevant items are all ready for your use.

Everything automated.

Just let us know the range you need and we'll source it from your suppliers. Automated distribution sends every required product, including new and changed items, to your own internal systems. Revisions (for packaging changes, new specs or promotions) are sent automatically and your system simply overwrites the existing data.

Capacity on tap.

Our systems, supported by a flexible shift rota, are designed to serve the needs of leading, high-traffic transactional websites. We handle 1500 products every week, rising to 3500 at peak times and as many as 7000 in response to exceptional requirements.

Technology you can trust.

Our data management system offers secure storage and rapid access to digital assets, allowing quick retrieval of data as and when required.

HOW OUR DATA MEETS YOUR NEEDS

Tailored to fit.

We're skilled in refining and filtering diverse product information and allocating it to appropriate sections ready for presentation to your customers. Products can be restricted to a single retailer partner, either because they are private-label lines or because of sector-specific commercial advantages.

Signed off by suppliers.

Every product is warranted by the product supplier before distribution, so your website only ever shows up-to-date information. Carefully controlled user authorisations ensure that approval is only given by those with the correct authority.

Pictured perfectly.

Our professional photographers will take and retouch superb quality, hi-res master images that you can use for everything from magazine ads to e-commerce. You can access and download your images online at any time.

Add extras easily.

Multiple images for one product, such as out-of-pack images, are supported by our automated distribution system as standard. We can also include other objects, such as information leaflets or instructions for use.



PRODUCT LIBRARY FUNCTIONALITY

AN EXAMPLE GUIDE TO YOUR ACCOUNT FEATURES.

PERMISSION-BASED LOG-ON SYSTEM

You choose who can perform what actions on your products.

ADVANCED SEARCH

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

IMAGE GALLERY VIEW

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

DOWNLOAD IMAGE IN CHOSEN FORMAT, DATA IN PDF OR XML FORMAT

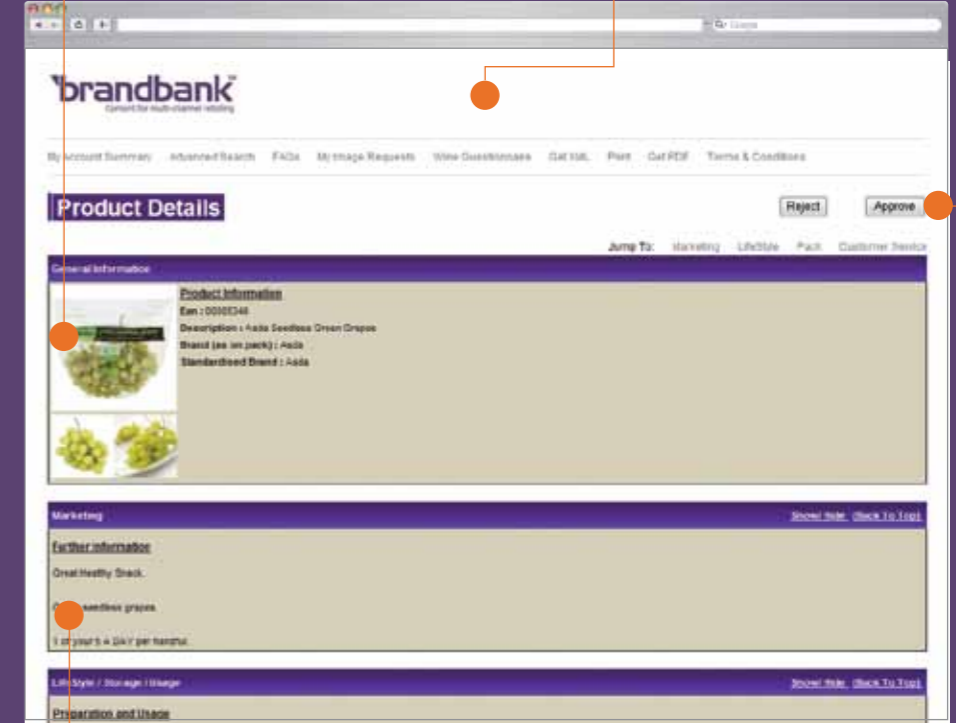
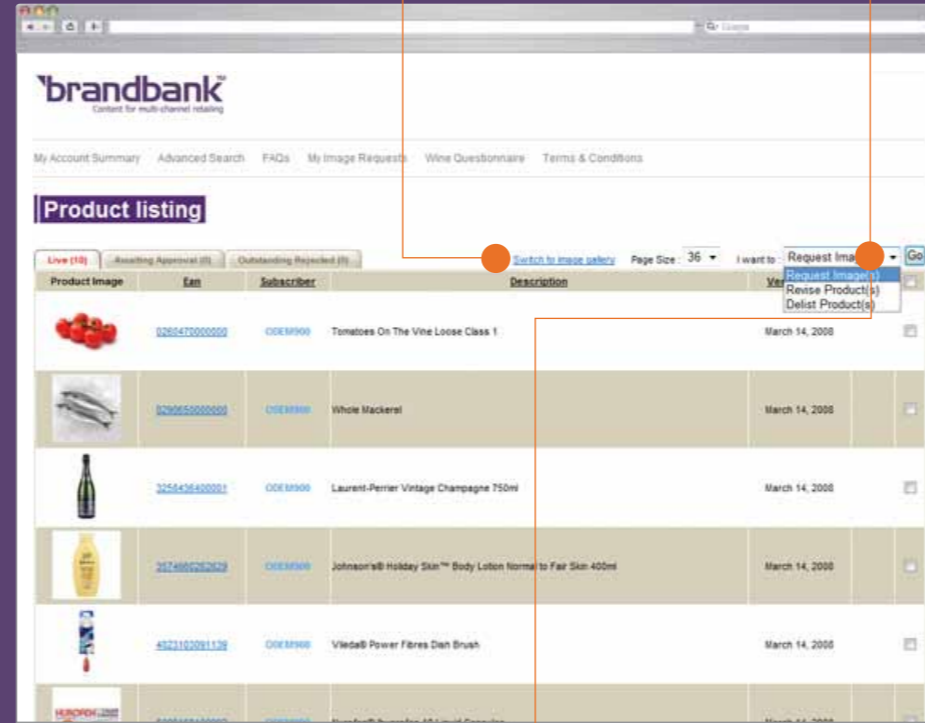
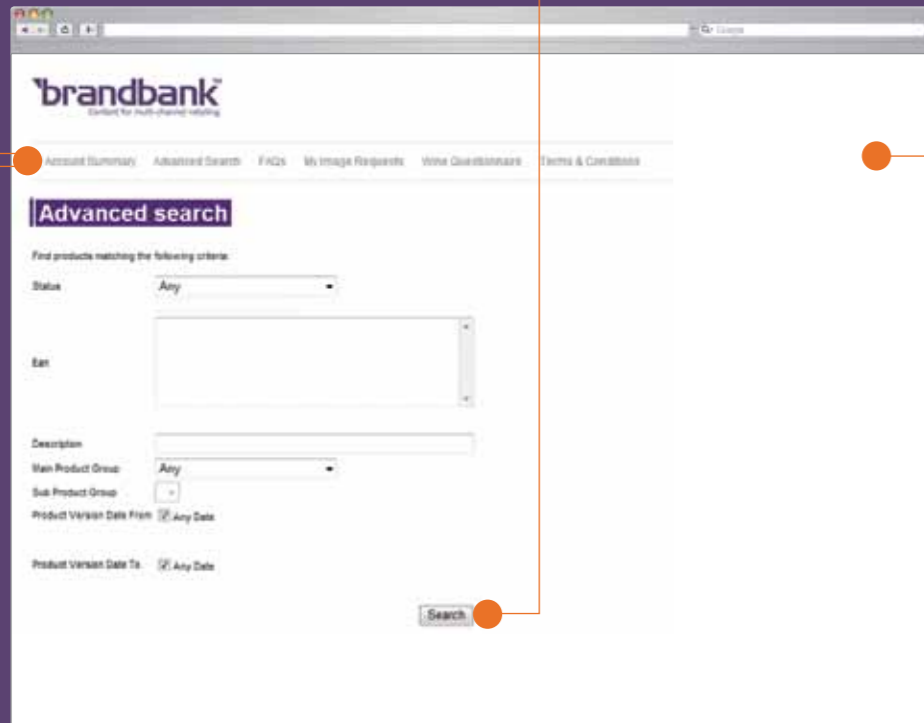
No more insecure FTP, or waiting for a CD in the post. Instant retrieval of high-quality images of your products and product data.

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.

NON-PACK INFORMATION

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



INFORMATION EXCHANGE

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

BESPOKE RETAIL PAGE

Search for products by your own internal references e.g. Customer codes, SKUs, etc.

DE-LIST & UPDATE

Your suppliers can easily make requests directly to Brandbank online, to have your products either de-listed from the service or updated.

MULTI SELECT OPTION

Save time by performing actions on many products at once.

ONLINE PRODUCT INFORMATION LIBRARY AVAILABLE 24/7

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

ONLINE APPROVAL OF PRODUCT IMAGES AND DATA

Your products have been signed off by your suppliers using an online stable and secure system.

BRANDBANK: GLOBAL DATA SYNC

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.

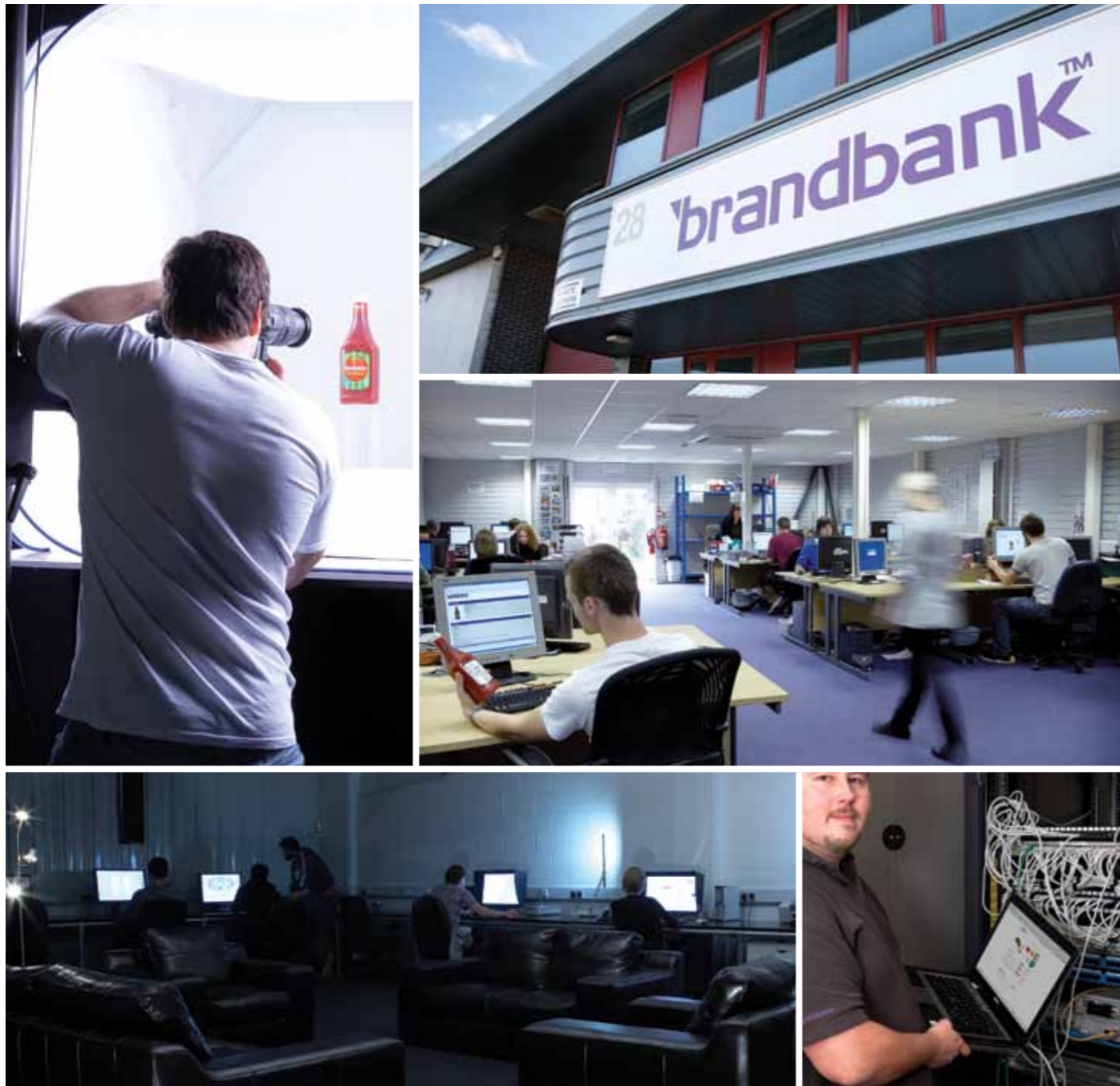
IN ADDITION

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.



BRANDBANK: STUDIO & SERVICE

A SNAPSHOT OF WHAT WE DO.



OUR STATE-OF-THE-ART PHOTOGRAPHIC STUDIO ENSURES **UNCOMPROMISED IMAGE QUALITY** FOR YOUR ONLINE PRESENCE.

OTHER SERVICES

WHAT ELSE WE CAN DO FOR YOU.



- Pack shots
- Group shots
- Lifestyle
- Product measuring
- Location
- Food
- Image serving
- 360° photography
- Computer Generated Imagery

OUR TEAM

MEET THE PEOPLE WHO MAKE IT HAPPEN.

“All the team at Brandbank are fully committed to your needs. We take great pride in being a professional, motivated and innovation-driven workforce.”

Rob Tarrant
Managing Director



OUR HISTORY & PHILOSOPHY

THE BUSINESS HAS TRADED SINCE 1998. WE ARE A PRIVATELY OWNED COMPANY CONCEIVED WITH ONE OBJECTIVE IN MIND; TO OFFER BRANDS AND RETAILERS AN EASY METHOD TO CAPTURE, MANAGE AND DISTRIBUTE ALL THEIR NECESSARY IMAGES AND DATA. THIS ALLOWS A CONSUMER TO MAKE AN INFORMED CHOICE WHEN PURCHASING PRODUCTS. OUR SERVICES BRIDGE THE GAP BETWEEN BRANDS AND RETAILERS.

If you are a business looking to improve the way you control your brand online, obtain product images, or improve the customer experience, the Brandbank team and tools will give you greater control and ease the co-ordination and logistics headache.

Working with retailers to help improve the visual experience of e-commerce sites and promotional activities, Brandbank pro-actively sources, updates, maintains and supplies all content, working from retailer range listings. Working with product owners we capture images and B2C product information, providing online tools to view, approve and request images and data.

THE BRANDBANK PHILOSOPHY IS STRAIGHT FORWARD: WE PROVIDE AN UNRIVALLED DIGITAL CONTENT SERVICE.

How we do it is an illusion of simplicity - we have built a successful business, with a loyal customer base of major manufacturers and retailers, based on some fundamental beliefs. In partnership with our clients, Brandbank delivers.

TESTIMONIALS

JUST A FEW THINGS SOME OF OUR CLIENTS HAVE SAID ABOUT US...

“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*

“Professional image and data capture are critical for Sainsburys.co.uk continual success. Brandbank offers Sainsbury’s great ease, as we know our products will be represented professionally with high quality images and product data, with minimal effort needed from Sainsbury’s and crucially we save time and money. Research proves that in this ever consumer savvy environment the need for product representation has never been greater. Working together we greatly boost sales and consumers experience in shopping online.”

*Tim Reay, Commercial Manager
Sainsbury’s*

“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*

“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*



HOW WE CAN HELP YOUR ONLINE PRESENCE

WE HOPE THIS OVERVIEW OF BRANDBANK HAS HELPED YOU UNDERSTAND THE BENEFITS YOUR COMPANY WILL REAP FROM USING OUR SERVICES - 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 requirements.

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

FOR FURTHER INFORMATION,
PLEASE VISIT: WWW.BRANDBANK.COM
OR TO MAKE CONTACT
TELEPHONE: +44 (0)845 370 1980
OR EMAIL: INFO@BRANDBANK.COM

IF YOU'RE SERIOUS ABOUT MAXIMISING SALES WITH MINIMAL EFFORT, YOU SHOULD BE WORKING WITH BRANDBANK.



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