



NAB Case Study

How IntelligenceBank helps NAB bring their brand to life



Overview

NAB, one of Australia’s largest banks, has a dynamic and complex brand. NAB’s Brand team supports its master brand, a portfolio of sub-brands and an international network.

To ensure all creative adhered to brand guidelines, NAB needed an online solution to manage operational processes. This included:



Digitizing NAB’s lengthy brand guidelines



Storing & sharing brand files, images & video



Onboarding marketing & agency employees



Automating logo requests

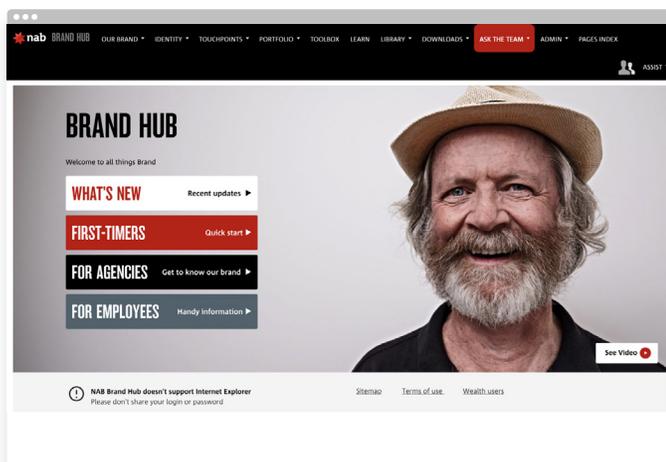
Before using IntelligenceBank’s online brand portal software, the NAB brand team managed thousands of pages of its brand guidelines in a PDF document, which meant revising, maintaining and distributing them was a herculean task.

Based on research NAB commissioned, both their primary audience group (creative designers) and secondary group (marketers) wanted the same thing—the key brand details they needed in one view. They didn’t want to trawl through pages of guidelines that put the onus on the designer to cross-reference and try work out what the brand wanted.

The first implementation of the NAB Brand Hubs was an online version of its existing brand guidelines. By using several of IntelligenceBank’s customization features such as custom pages and custom navigation, the first version of NAB Brand Hub helped to bring the brand to life and made it easy to access specific pages on demand. After working with NAB for over five years, IntelligenceBank saw that NAB’s requirements for their Brand Hub continued to change and evolve — especially as the business and brand strategies evolved.

The evolution of BrandHub

NAB decided to take an entirely new approach to the way its brand guidelines were experienced. They wanted the guidelines to be customer-focused, contemporary and fresh, just like its brand.



NAB's design and user experience agency put forward a strategy which would eventually mean a complete redesign of the entire NAB Brand Hub platform, creating different user journeys and enabling guideline content to be repurposed across channels.

This required not only for NAB to repurpose its guidelines, but it also meant that IntelligenceBank needed to enhance its custom page functionality to enable sections of online guidelines to be used in multiple places. For instance, the "color" guidelines should be a single HTML page that can be used across guideline channels such as digital, print and more.

How we delivered NAB BrandHub

As a result of NAB and IntelligenceBank’s close working relationship, a new approach to BrandHub was created to ensure the new guidelines strategy and technology were aligned.

This included:



Developing interactive and reusable content

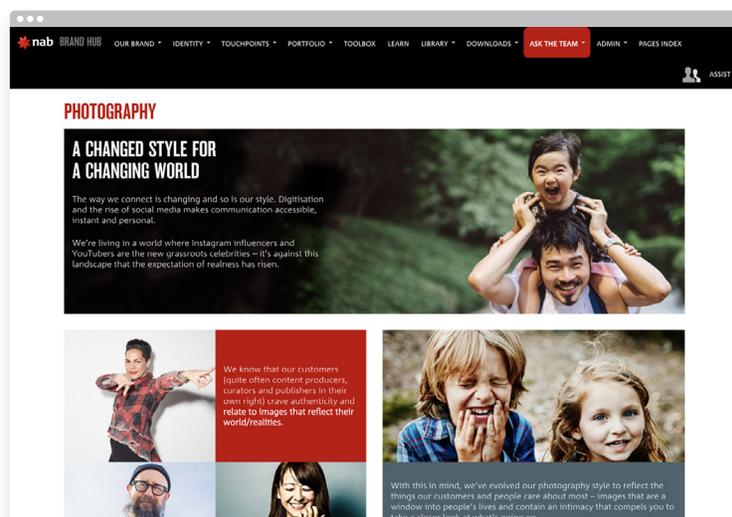


Reworking the navigation menu and functions



Configuring “Self Registration” to automatically allow users who have a specified email address to enter the NAB BrandHub

NAB’s BrandHub was released in January 2016 and has been continually improved since.



“Just tell them (IntelligenceBank) what you want to achieve—not how. Their job is to work that out, that’s what they do—and they’ve done that for us consistently over the last 5 years. And if a feature isn’t available immediately, customer ideas always make it on their roadmap.”

Samir Elbelli, Brand Consultant at NAB

In closing

What really satisfies NAB about its IntelligenceBank Brand Hub is IntelligenceBank's ease of use and flexibility.

12,743

Total number of assets on the platform

13,800+

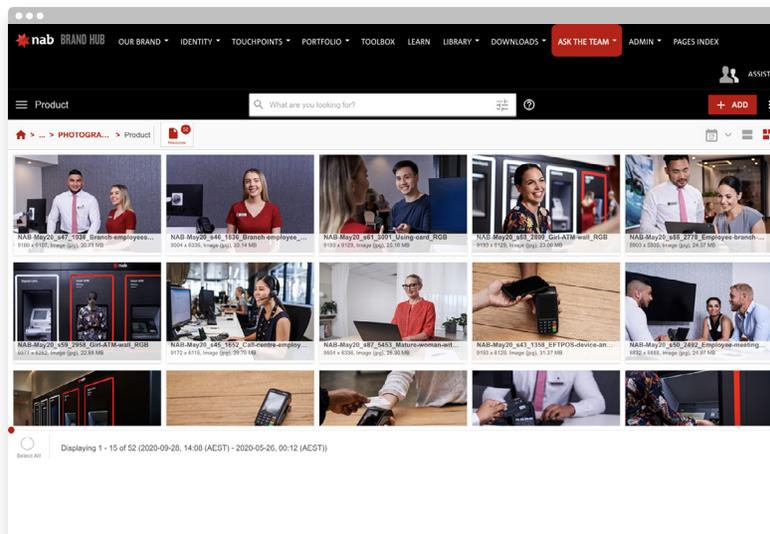
Users

2hrs

Per day admin time saved by enabling users to self-serve

70,000+

Monthly views



NAB's key take aways



Use your vendors correctly

Let them do what they do best, and you do what you do. If you've both got the end customer in focus, great collaboration and outcomes will come. Work with a vendor who is willing to explore possibilities in new ways to express your brand.



Technology should be invisible

Technology should seamlessly integrate into a marketing team's daily activity. The focus is on the creative production and content, ensuring that it's accessible and on brand.



Understand what's important for your end users

Ask them and then ask them again. Put your conventional ways of doing things aside and build what they need from you. This not only helps streamline processes but assists with user adoption of your system.



Identify low value, high involvement tasks

There is always room for improvement and the ability to automate, automate, automate. This frees up your team giving them more time to work on high value tasks.



Don't limit the platform to how others are using it

Look outside industries and home markets to see how you can reinvent how you do things. What works for one business won't necessarily work for another which is why having a flexible platform is so great.



Keep the creative and experience fresh

Your audience is made up of marketers and creatives – make sure the interface is at a standard that you're expecting of them. Update and continually innovate not just with how you use the platform but with experience of using it as well.

“We have a very complex brand and needed a flexible solution to be able to visually explain our brand guidelines. IntelligenceBank was the perfect technology for our needs.”

Susanna Hondrokostas, Brand Identity Manager at NAB

Do you want to learn more?

IntelligenceBank's Digital Asset Management, BrandHub and Marketing Operations platforms have been beautifully designed to help marketing teams create great work quickly and empower their teams to stay on brand.

To learn more about IntelligenceBank and how our brand compliance solutions can lift your content marketing game across your organization, contact us or book a custom demo.

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