EXECUTIVE SUMMARY

DIGITAL ASSET MANAGEMENT (DAM) SYSTEM

BACKGROUND
Development and execution of a three-part brand strategy for Auburn:
1. Define the Brand:
   - Assessed brand usage, developed solutions to long-standing branding issues.
   - Created meaningful, ownable visual identity system that reflects Auburn's mission.
   - Soft-launched the brand internally, creating resources, tools, technology to aid in adoption.

2. Manage the Brand:
   - Empowered campus-wide adoption via Brand Center, a central hub for resources and assets.
   - Streamlined the brand review process.
   - Conducted RFP process for Digital Asset Management (DAM) system that will measurably optimize adoption and create brand consistency.
   - Brand training via OCM and a long-term training plan via HR Learning's ELEVATED platform.

3. Advance the Brand:
   - Conduct brand study with research vendor, RHB, to: 1) fully define the Auburn brand (target personas, value proposition, personality, voice, brand essence) which will inform brand narrative and messaging strategy; 2) determine baseline brand health score and establish formula for ongoing measurement of brand health and Net Promoter Score (NPS) incorporating brand awareness, familiarity, associations, perceived quality/excellence metrics.

BRAND OBJECTIVE:
Establish a meaningful, differentiated and competitive position in the market that will create long-term brand value.

APPLICABLE GOAL:
Implement a Digital Asset Management (DAM) system providing access campus-wide.
- After completion of part 1 of the brand strategy (Define the Brand), implementation of a DAM system is now essential to achieve part 2 (Manage the Brand) via creation of a central hub for market-ready photo, video, graphic and other assets and resources accessible across campus, as well as robust, user-friendly creative templates, creative project workflow and brand portal functionality. **The DAM is key to achieving brand consistency and adoption**, which will ensure we are ready for part 3 of our strategy (Advance the Brand).

PROCESS:
- Co-led by Jonathan Davis (Director, IT, ACES-Ag) and Bridget Wyke (Creative Director, OCM).
- Information gathered from working group representing campus, later narrowed to "super-users" for trials.
- Issued RFP; narrowed to two finalists who met all RFP requirements: Bynder and Intelligence Bank (IB).
- Conducted in-depth virtual demos of vendor's systems with Q&A, trials and follow-up to understand capabilities and functionality around asset loading, tagging, search, organization, editing and sharing; template creation, loading, editing; creative workflow process; brand portal set up.
  - [Bynder Final Demo](#)
  - [Intelligence Bank Final Demo](#)
- Demo group consisted of photographers, videographer, designers and project managers who would be super users of the DAM, as well as OCM's creative director with deep experience in DAM implementation and administration.
- Completed a stage 2 bid process to capture updates to pricing and offerings since initial bids.
- PBS and co-leads held final Q&A with vendors 4/17; requested best and final pricing submission by 4/19.
- Demo group survey responses report available 4/19 for evaluation.
- Co-leads to review all input and final pricing, update stakeholders and make vendor recommendation to leadership week of 4/24 for PBS award by 4/28.
- PBS decision criteria: Cost 50%, Technical Capabilities 30%, Customer Service & Tech Support 15%, Program Implementation & Training 5%.

DIGITAL ASSET MANAGEMENT (DAM) SYSTEM *(cont.)*

DAM FEATURES OVERVIEW:
- Organized, categorized assets (highly searchable):
  - Photography
  - Videos
  - Art files
  - Motion graphics
  - Graphic elements
- Brand portal
  - Logo files
  - Brand guidelines
  - Typography
  - Color palette
  - Various resources
- Template system
- Workflow system
- Analytics
- Training resources (tutorials, knowledge base)
- Support/customer success manager

[View complete list of required DAM features and functionality per RFP.](#)

PRICING:

BYNDER
One-time cost: $41,150
Annual cost: $174,750
Three-year agreement; sign by April 30, 2023
Year 1 (Subscription fees + one-off costs): $215,900
Year 2 (Subscription fees): $174,750
Year 3 (Subscription fees): $174,750
TOTAL FOR 3 YEARS = $565,400

INTELLIGENCE BANK
One-time cost: $0 (Implementation fee waived, value of $10,000)
Annual cost: $90,010
Two-year agreement; price valid until June 30th, 2023
Year 1 (Subscription fees + one-off costs): $90,010
Year 2 (Subscription fees): $90,010
Services for additional years can be purchased at the same pricing, + 5%: $94,510.50
TOTAL FOR 3 YEARS = $274,530

Subject to adjustments based on best and final pricing submission on 4/19.

NEXT STEPS & TIMING:
- May - June 2023: PBS award/contract process with selected vendor.
- June 2023: Upon contract completion, begin implementation process with vendor.
  - Vendor onboarding/training of admins
  - System set up, organization, taxonomy
  - Admin and user permissions
  - Asset transfer, tagging and organization
  - Brand portal creation and loading
  - Templates set up and loading
  - Group 1 pilot (OCM, ACES) Jul-Dec 2023
  - Group 2 pilot (TBD) Jan-Mar 2024
  - Full campus training Apr–Jul 2024 est.