White Paper

Aprimo Marketing Studio®

Managing Marketing Compliance Under the New Advertising Standard Authority's Online Remit

Keep your messaging free of potential regulatory conflicts with an automated workflow and approval platform.

"It can take just one complaint to change or remove a problematic ad."—ASA Key Facts and Figures (www.asa.org.uk)

NEW ASA REMIT SPELLS NEW REALITIES FOR ONLINE MARKETERS

The ASA (Advertising Standards Authority) is the UK's independent regulatory arm dedicated to maintaining high standards and truthful messages in all non-broadcast advertising. UK Advertising Codes are among the strictest in the world, and the ASA routinely monitors the media and proactively checks to see that its Codes, as well as rulings, are adhered to. It can take as little as a single complaint for the ASA to take corrective action against a marketer.

In the past, the ASA was restricted to the regulation of paid-for ad space. In addition to such traditional advertising as print and direct mail, this content also included online media such as internet banner ads, pop-ups and paid search results.

However, its new online remit has now extended the ASA's purview to cover marketing communications on non-paid media space as well, including company websites and social media such as Facebook and Twitter. Essentially, any online media space under a company's control now faces ASA scrutiny. This new development can cause compliance issues for companies that do not have a firm handle on every possible touch point between their organisation and their customer.

aprimo®
Integrated Marketing Software

MARKETERS THAT LACK INTEGRATED APPROVAL CAPABILTIES NOW FACE THE POTENTIAL FOR COMPLIANCE PROBLEMS

Marketing functions in most organisations have consistent processes in place for creative and legal oversight of paid media and collateral. Nevertheless, the advent of additional digital communication channels has complicated how outbound information is reviewed and controlled. While an advertising campaign might have stringent approval standards, a company webpage update or Facebook post might go out with minimal management review.

"Without an integrated approach to reviewing all content—including paid and unpaid media—the likelihood of inadvertently violating the broadened ASA remit is greatly increased."

Imagine this common scenario: a company's marketing department is in charge of paid advertising and PR and, as a result, is well aware of ASA standards. At the same time, the company website is produced and administered by a separate IT department with little marketing input, while social media updates and the company blog are handled by a staffer with the title of "new media specialist" or something similar. Without an integrated approach to reviewing all content—including paid and unpaid media—the likelihood of inadvertently violating the broadened ASA remit is greatly increased.

The consequences of such violations can be very detrimental for marketers, as the ASA has several sanction options at its disposal. However, one of the most adverse consequences has to be bad publicity—a brand's reputation can be badly damaged if it is seen to be flouting the rules designed to protect consumers from advertising and marketing communication that could mislead, harm or offend.

THE SOLUTION FOR CONSISTENT COMPLIANCE: APRIMO MARKETING STUDIO® / APRIMO MARKETING STUDIO® ON DEMAND

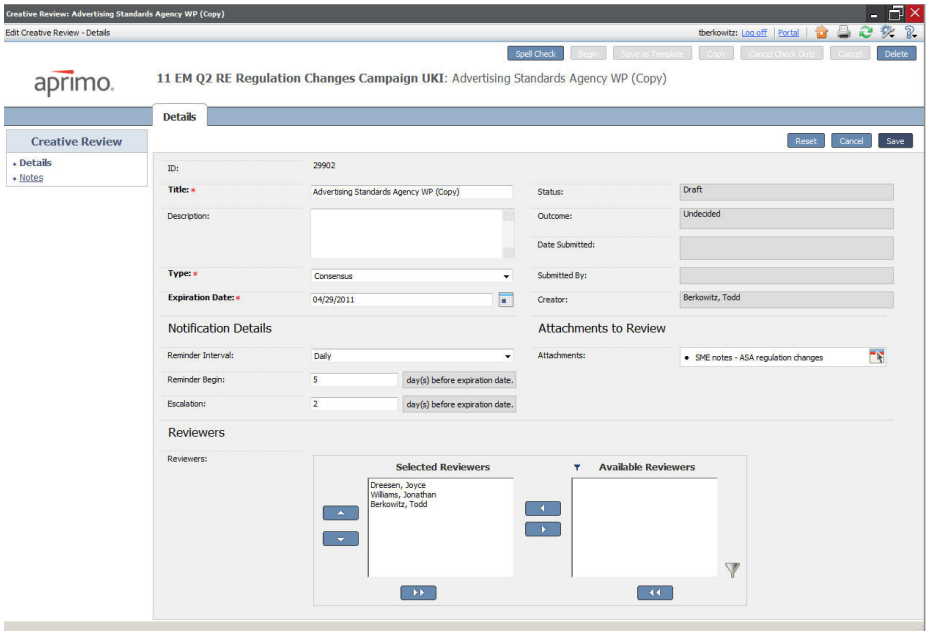
Aprimo is a leader in the design and deployment of integrated marketing software for B2C and B2B marketers that can help unify messaging and approvals across all parts of your organisation, regardless of the communication channel. Whether you choose Aprimo Marketing Studio or its cloud-based variant, Aprimo Marketing Studio On Demand, you can achieve new levels of visibility and control of marketing operations and campaign management.

The difference is Aprimo's Integrated Marketing Management (IMM). Other products utilize single point solutions that address individual marketing issues, but suffer from a lack of coherence that can lead to inefficient processes and lost opportunities. By contrast, Aprimo ties all of your marketing objectives together into a single integrated platform that builds connections between team members and enables efficient information flow—and control—across your entire organisation.

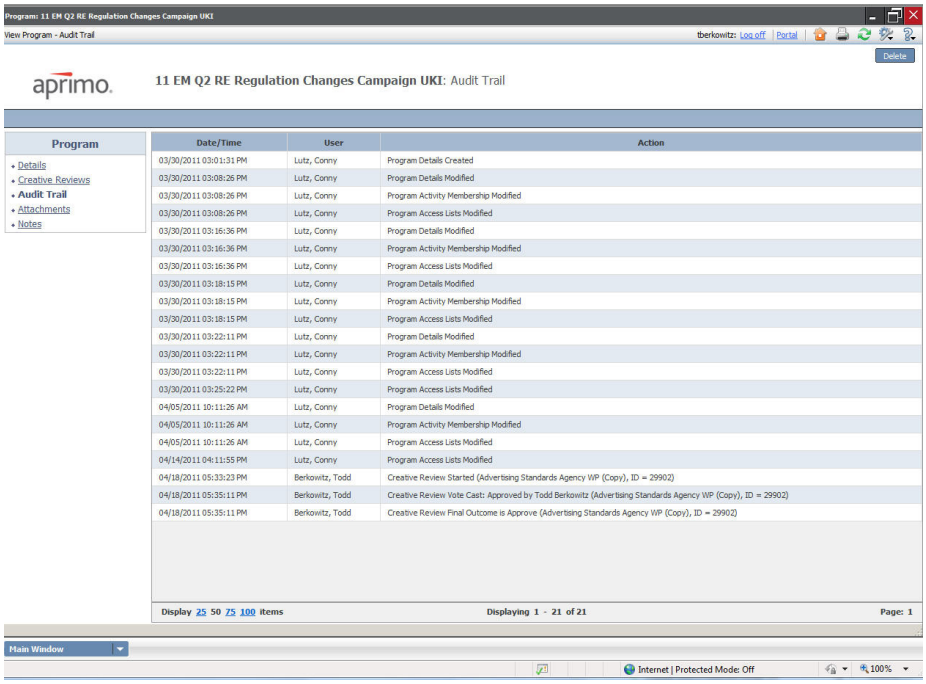
APRIMO WORKFLOW & PROJECT MANAGEMENT

Key Benefits

- Review and approval features ensure that all communications—whether paid or unpaid, traditional or online—meet your brand standards as well as legal and compliance requirements
- Helps eliminate bottlenecks in the sign-off process
- Lets you easily configure and follow a standardized process for every project while keeping all stakeholders notified
- Streamlines marketing workflow to reduce processing time by 20 to 25 percent



Creative Review - Use the Creative Review feature to review and track all campaign content.



Audit Trail - The Audit Trail feature provides historical information on reviewers, dates and comments.

INTEGRATE APPROVALS INTO ALL COMMUNICATION FUNCTIONS

Aprimo Workflow & Project Management helps integrate consistent compliance approvals into every communication channel in your organisation, even those outside of the direct responsibility of marketing.

- Creative review tools can be used to accommodate sign-offs for any company message, whether an ad, webpage, blog entry, or other vehicle

- With Aprimo, you can easily bring your corporate compliance department into the workflow review and planning process, keeping team members apprised of progress and avoiding the delays and bottlenecks that can occur when legal approvals are treated as an afterthought

- Digital comments and annotations create a simple-to-reconstruct audit trail should there be a need to substantiate the approval process

READY FOR TODAY'S CHALLENGES AND TOMORROW'S OPPORTUNITIES

Aprimo Marketing Studio includes capabilities that allow review of new media technologies as easily as traditional marketing materials. For example, comments and annotations can be added to videos during the approval cycle, keeping all team members current and reducing costly revisions that would otherwise take place if changes were needed after the final edit.

Since Aprimo uses a modular approach to Integrated Marketing Management, an organisation can implement IMM through phases that match a company's immediate needs—and culture. As the marketing landscape evolves, whether through technological advances or regulatory changes such as the ASA online remit, Aprimo has the solutions that can help you create new marketing opportunities, enhance your dialogue with customers and deliver proven ROI to stakeholders.

CONCLUSION

Marketing organisations that do not have complete control of their online messaging on corporate websites, social media and other non-paid venues may face increased liability in the face of a broadened ASA online remit. The answer is to integrate and streamline internal approvals to certify that all company communications follow the kind of consistent guidelines demanded by the ASA. Aprimo Marketing Studio and Aprimo Marketing Studio On Demand include workflow and project management tools that help ensure every message you deliver—in whatever medium you choose—is crafted to meet all of your corporate, legal and compliance requirements.

ABOUT APRIMO

Aprimo's integrated marketing software enables B2C and B2B marketers to successfully navigate the changing role of marketing by taking control of budget and spend, eliminating internal silos with streamlined workflows and executing innovative multi-channel campaigns to drive measurable ROI.

Through the use of Aprimo's modular and on demand software, Aprimo Marketing Studio® for B2C and Aprimo Marketing Studio® for B2B, marketers can integrate marketing organizations, manage, deliver and track the right message targeted to the right audience over the right channel and translate marketing efforts into measurable business impact and revenue.

Hundreds of thousands of marketers trust Aprimo to revolutionize their marketing. Aprimo customers include over one third of Fortune 100 companies, and nearly one quarter of Global 100 companies.

ABOUT TERADATA

Teradata, the world's largest company solely focused on enterprise data warehousing and analytic solutions, provides powerful solutions for companies of all sizes. Through innovation, consulting services, technology, and industry-specific applications, our customers are outpacing their competition with enterprise agility. Visit teradata.com

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© Aprimo Ltd
1 Northumberland Avenue
Trafalgar Square
London WC2N 5BW
aprimo.com
Tel: +44 (0) 118 977 9700
Email: uk@aprimo.com

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