RACQ Case Study

Discover why RACQ now leverages IntelligenceBank’s Marketing Operations Platform to drive greater efficiency and compliance across its business.
RACQ has evolved from its motoring club roots into a multi-dimensional organisation, providing roadside assistance, insurance, travel, finance and other services to its Queensland members. Operating in a highly regulated industry, RACQ turned to IntelligenceBank to provide systems and processes to enhance the management of marketing content, creative approvals and brand guidelines.

Talk with any CMO about the challenges they currently face, and one of the most common will be the complexity of seamlessly bringing together their people, marketing compliance processes, and creative content.

For large enterprises, cross-collaboration and adhering to compliance frameworks can be challenging, particularly with ever-changing consumer demands and expanding technologies.

The solution for a growing number of companies, including RACQ, is Marketing Operations Software. For RACQ the challenges were considerable. It has a wide range of businesses, several of which are stringently regulated, in excess of 100,000 online marketing and related assets, hundreds of staff who need access to these, along with a number of external advertising, marketing, digital and media agencies - all of whom interact with the RACQ marketing department on a daily basis.

“We needed a technology solution to streamline our workflows across the business”

Renee Davidson - RACQ, GM of Marketing & Membership
The Problem
Identifying challenges on the road ahead

Successfully managing the master brand, a portfolio of sub-brands and complex regulatory approvals posed significant challenges. RACQ looked to IntelligenceBank to help streamline their marketing operations by helping them implement processes and a system of record around:

1. Legal and compliance
   ‘Legal and Compliance’ marketing approvals are always top of mind at RACQ. Banking and insurance industries are rigorously regulated, meaning any mistakes or errors, no matter how small, can bear significant cost (both financially and reputationally).
   RACQ identified an opportunity to streamline the approval process when dealing with multiple stakeholders. Further, there was a need for a more efficient method of centralising approval audit trails. A critical part of compliance, audit trails were becoming more time consuming to track; often via a combination of emails, shared drives and even hard copy documents.

2. Brand compliance
   The second challenge was maintaining brand compliance while simultaneously managing a vast amount of assets and monitoring growing workloads. An ever-increasing amount of large files, including high res artwork and images, began to put a lot of strain on the internal server. Fast outgrowing its capacity, a smarter solution that was fit for purpose needed to be found.
Once RACQ had identified its specific needs, and after undertaking the necessary due diligence, **IntelligenceBank** was selected to create and deliver a ‘one-stop shop’ solution.

The recent rollout of IntelligenceBank’s marketing operations platform has transformed the way RACQ’s marketing team works, and delivered vital outcomes from a design, legal, regulatory compliance and efficiency perspective.

### Centralise content all in one place:

IntelligenceBank’s Marketing Operations Software has enabled RACQ to centralise all of its creative assets, as well as manage brand compliance with features such as workflows, approvals and online brand guidelines. Authorised users have access to all their required assets digitally, as well as the ability to share files and monitor workloads.

### Streamline approval processes and brand compliance:

Assets, plans and briefs are all uploaded into the **RACQ Brand Hub** where they are subject to the creative approval processes. With **IntelligenceBank**, regardless if it is an entire project, or a single job, the creative goes through its various iterations, everything is transparent and accessible and users can easily and quickly see the stage of each job.

The platform also lets RACQ Marketing teams trigger the approval processes to engage product stakeholders along the journey, and then up through legal and compliance before final approval.

### Optimise collaboration with internal and external partners:

Another key benefit is collaboration, both internally and externally. RACQ works with many third-party suppliers – marketing, digital and media agencies – and the Brand Hub ensures all external partners not only have easy access to guidelines, brand assets and content, but **crucially stay on brand and maintain compliance**.

### Seamlessly manage entire campaign management process:

In terms of briefing and workflow, having an online system for all creative projects and briefing means that the system details all the objectives and requirements of the project in one place, enabling **greater collaboration** between the internal teams and external agencies.
By implementing IntelligenceBank’s DAM, RACQ now has a hub that connects everything together and ensures all content is on-brand and compliant.

Robust Digital Asset Management System In Place

Having a robust Digital Asset Management (DAM) system in place means having a way to share correct and approved branded content quickly, which is vital when operating in today’s fast-paced marketing environment. Prior to IntelligenceBank, speed and approvals typically didn’t work hand in hand, whereas now it can all happen within a matter of a few clicks.

The DAM allows users to transform, crop, or compress images and videos, then download multiple versions all within a few clicks. Or, where assets are being used online, they can be shared directly using Content Distribution Network (CDN) links.

By sharing content dynamically, local copies are not kept on desktops, but instead, content is linked from the DAM and can be tracked. When updates are required they can be made instantly across the web by simply replacing the image or video.
The Solution
The power, flexibility and control to keep business moving

Dedicated ‘download request’ to reduce brand administration and encourage self-service

A significant reduction in brand administration time was also achieved thanks to the introduction of the download request feature, streamlining ongoing requests for assets such as logos, artwork and fonts - which all take time to fulfill. A self-serve function has been adopted quickly, and administration time has been reduced, by simply enabling the marketing team to provide a one-click approval for users wanting to download a basic asset.

Workflows that work like never before

Managing and tracking marketing content can be extremely challenging without a proper approvals system - and can also lead to some very big problems. Without an easy to access audit trail of what was checked by ‘whom’ and ‘when’, the risk of producing inconsistent and/or non-compliant materials is increased.

RACQ safeguards its brand with a basic workflow and approval system, and includes approval processes for all content including talent usage rights, new creative, or download requests for branded assets. The company knew it didn’t need to have complicated workflows to start; what was most important was to have control over how the brand was being used.

“The IntelligenceBank platform delivers a smooth, transparent line of approvals”

Katherine Matyja - RACQ, Manager Group Compliance
The Conclusion
The IntelligenceBank difference

“We’ve gained the agility we needed to work with both internal teams and partners, to review existing campaigns and work through messaging more effectively”

Renee Davidson - RACQ, GM of Marketing & Membership

Before:
- Time-consuming approval processes
- Audit trails spread across multiple channels
- Thousands of files on a shared drive
- No single source of truth to house & enable approved brand assets
- No fluid system to monitor workloads

After:
- Streamlined management of brand compliance
- With over 80 briefs per month, content, workflows and approvals are now streamlined
- A single source of truth to digitally house & enable our approved brand assets
- Having over 350 RACQ and external users, they’re able to find, access and distribute approved brand content faster than before

Increasing demands on your marketing operation?
Talk to IntelligenceBank and learn how our Digital Asset Management, Brand Hub and Marketing Operations Platforms can transform the way you work.
Get to know IntelligenceBank

IntelligenceBank is the world’s leading Marketing Operations Software company. We help content marketers work better and more seamlessly, manage digital assets, creative content approvals and compliance, and creative project management. IntelligenceBank’s beautifully designed platform is used by over 400 leading brands with 350,000+ users across the globe.

If you would like to know more about how we can virtualise your marketing operations, our friendly experts are just an email or phone call away.

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