



# Welcome

## to Hamblin's Brandeli™

**Brandeli™** is The Hamblin Company's web-based brand management platform that provides organizations with the ability to create, manage, produce and disseminate their internal and external brand communication assets through a secure online portal.

With **Brandeli™** you can quickly and easily create an intuitive and dynamic brand management environment operating in real-time. Your **Brandeli™** portal is available 24/7 to the groups you select such as employees, customers, vendors, sales representatives, and product distributors.

Every **Brandeli™** deployment is custom-built on our dedicated server to the exact specifications that your organization requires. The branded portal, content, functionality, user options, available products, and administrative controls are determined by your

organization based on its needs and desires. And, as your business grows and evolves, your **Brandeli™** portal can adapt seamlessly to support your strategic objectives.

**Brandeli™** enables you to quickly and easily create an intuitive and dynamic brand management environment operating in real-time that is always accessible to the groups you select such as employees, customers, vendors, sales representatives, product distributors—no matter where they are. Users simply log in to their individual account through your **Brandeli™** portal, access the brand assets available to them, customize or edit their chosen materials, then place their order to be delivered to the address they have specified.

**Brandeli™** allows virtually unlimited flexibility for creating and managing the content of your communications assets, however, it is equally robust when it comes to controlling the accessibility and ordering privileges of your organization's users. You can completely customize the products available to specific users and groups of users, approval conventions and minimum/maximum order quantities to your specific requirements.



**The Hamblin Company**  
*Communications Synergy for Real Results*

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## Brandeli™ FAQs

**Q: Did Hamblin create this technology?**

**A:** The Hamblin Company worked with a technology partner to bring the power and flexibility of **Brandeli™** to our customers.

**Q: What Are Some of the Things I Can Do with Brandeli™?**

**A:** **Brandeli™** allows virtually unlimited flexibility for creating and managing your communications assets. The following ideas represent just some of the ways the **Brandeli™** brand management platform can support your organization's strategic communications goals:

- The Basics: business cards, folders, letterhead, envelopes etc.
- Sales Collateral: Brochures, Sell Sheets, Catalogs, Flyers, Training Manuals/Kits, Prospecting Letters, Sales Packages
- Customer Communications: Newsletters, Brochures, Welcome Kits, Magazines, Magalogs, Postcards...to name just a few possibilities.
- Corporate Communications: Letters, Presentations, Media Releases, Brochures, Annual Reports

■ 1:1 Marketing: Data-driven personalization of printed/web-based materials using acquired lists or data from your internal databases.

■ Complete e-Store Deployment for branded apparel/premiums, collateral, and any other product

■ Personalized Email Campaigns (with tracking) and Personalized URL Components

■ Training Materials: Presentations, Handbooks, Internal Communications Materials

**Q: Can I afford to use Brandeli™?**

**A:** Yes, in fact, **Brandeli™** can actually reduce your marketing costs and increase your return on your marketing investments by:

- Improving the efficiency of executing marketing initiatives across your organization
- Enabling you to deliver highly-targeted business-building messages/offers to your customers and prospects faster and more easily without sacrificing quality.

■ Eliminating the waste associated with producing materials that quickly become outdated—using **Brandeli™** you can order just what you need, then instantly update materials on an as-needed basis

■ Since your **Brandeli™** portal and products are custom-created to the specifications of your organization, you only pay for what you need, generally this includes an affordable initial fee for setting up your branded portal and then a per-template creation charge.



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