CREATIVITY, INTELLIGENCE AND AUTOMATION COMBINED FOR THE VISUAL ERA

{ Welcome to RE4M }
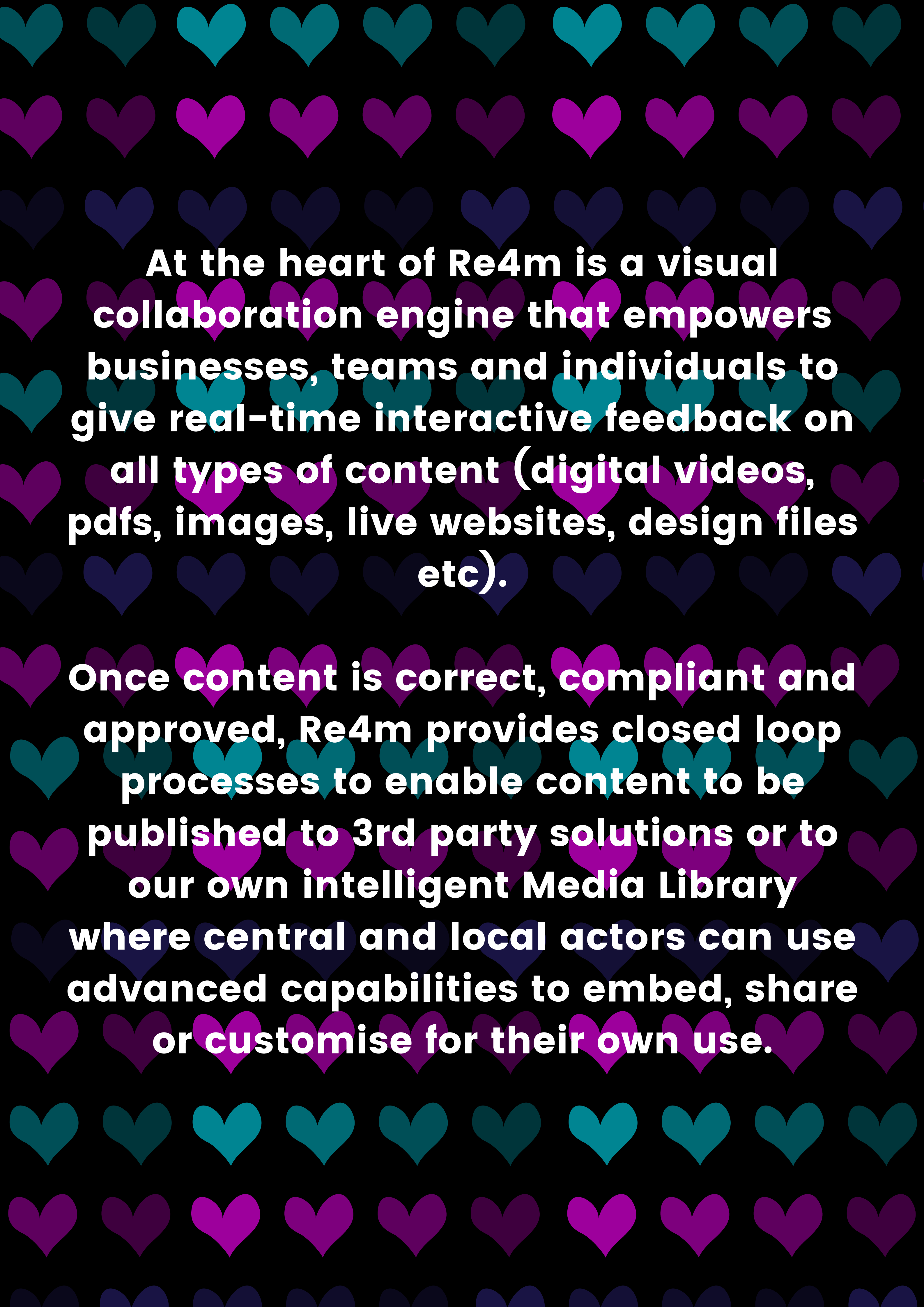
Our software enables businesses, teams and individuals to maximise their creativity to deliver exceptional results.

Re4m is a cloud-based creative platform that allows brand teams, designers and local marketers to plan, produce and publish inspirational, performant content and creative campaigns at scale. Built by a team of experienced marketing practitioners, Re4m streamlines disconnected and cumbersome creative production processes from an initial idea through to publishing and promoting content.

At the heart of Re4m is a visual collaboration engine that empowers businesses, teams and individuals to give real-time interactive feedback on all types of content (digital videos, pdfs, images, live websites, design files etc).

Once content is correct, compliant and approved, Re4m provides closed loop processes to enable content to be published to 3rd party solutions or to our own intelligent Media Library where central and local actors can use advanced capabilities to embed, share or customise for their own use.

Organise, Coordinate and Manage

Empower creative people to plan and organise marketing, creative and content-based projects, teams, tasks and deadlines to maximise personal and team productivity.

- Organise marketing & creative projects.
- Coordinate teams and resources.
- Manage tasks and deadlines.
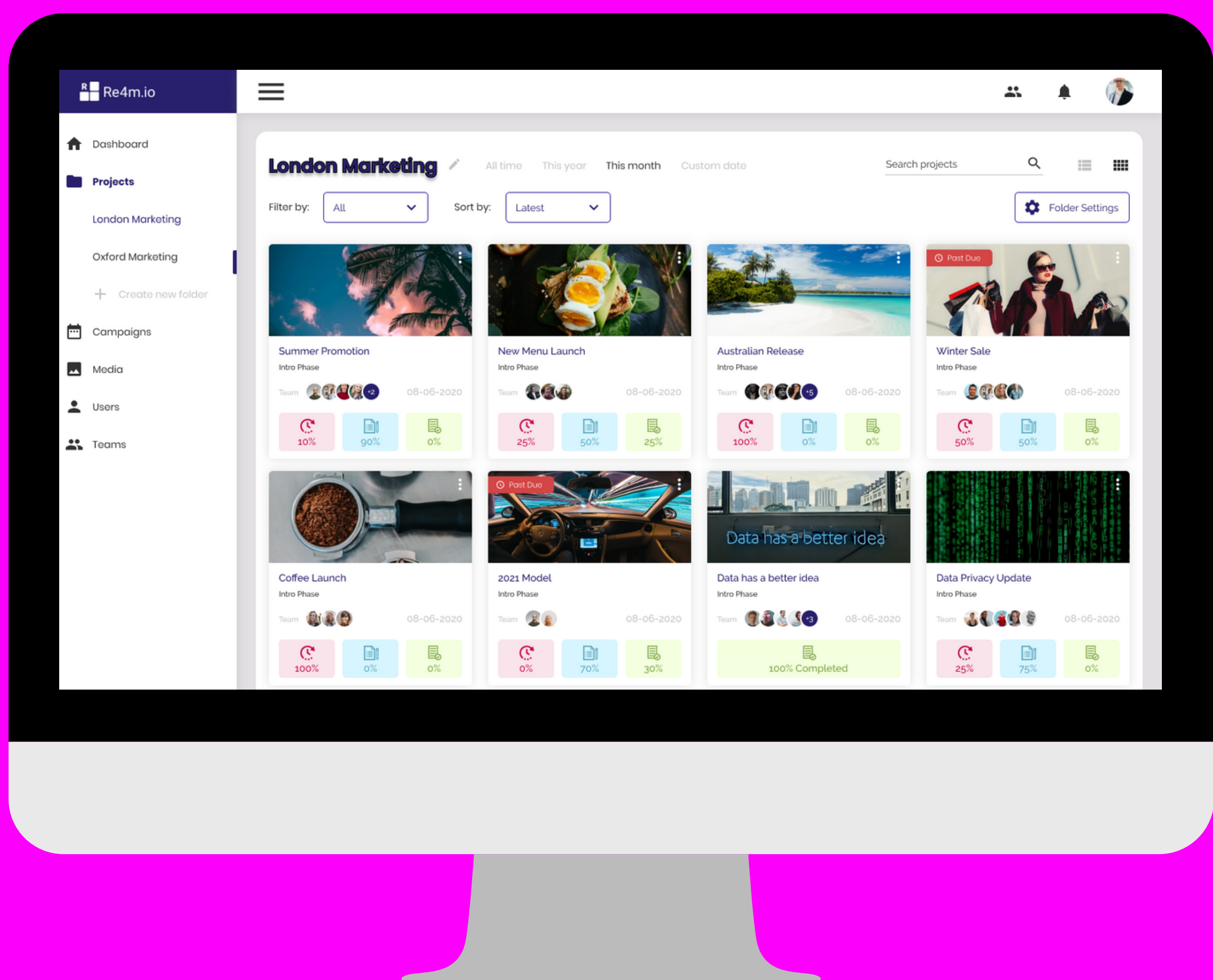
Collaborate, Feedback and Approve

Accelerate the creative production lifecycle through real-time collaboration and online annotation and approval ensuring pixel perfect and legally compliant content.

- Manage the creative production lifecycle.
- Real-time collaboration.
- Online annotation and approval.
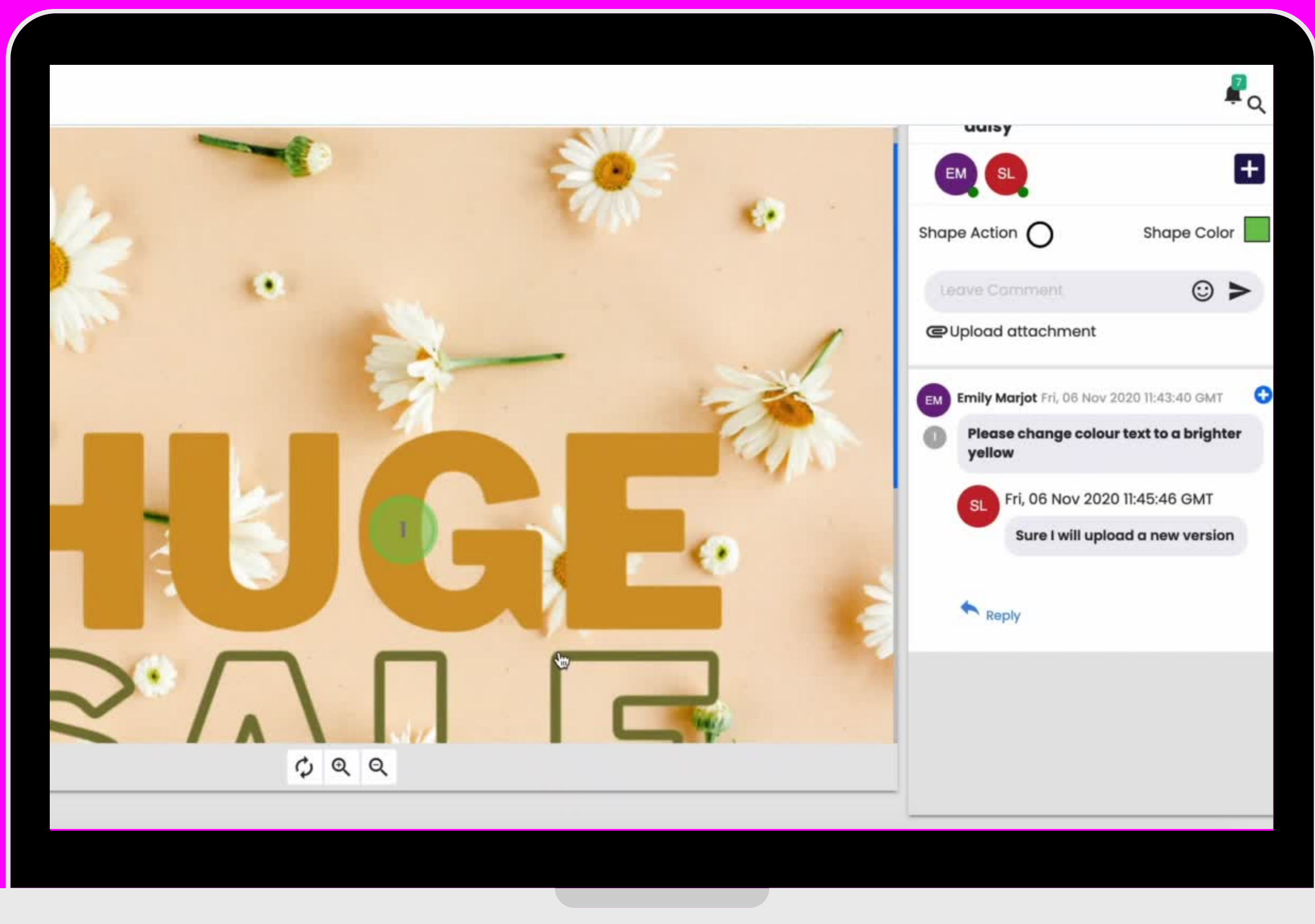
Integrate, Publish and Enable

Publish approved marketing assets and content to Re4m Media Asset Library and 3rd party tools to enable local marketing, field sales and other stakeholders to be more effective.

- · **Re4m marketing asset management.**
- · **Embed and track content performance.**
- · **Integrate to 3rd party solutions.**
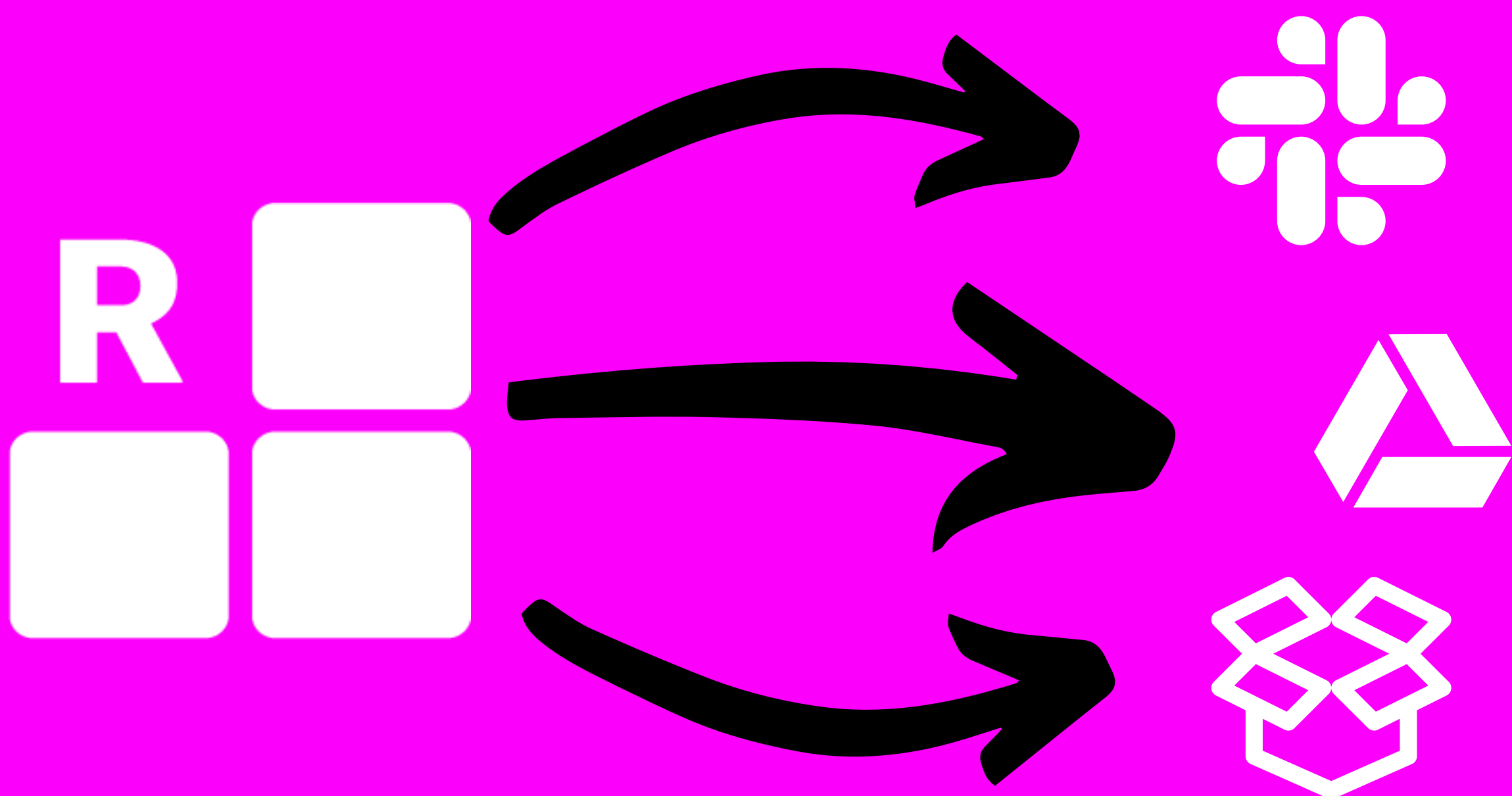
With Re4m you can transform your creative production processes and publish great content that drives results. Here are a few more good reasons to adopt re4m:

1 **Decrease time to market** – Everything needs to be done yesterday – right! Re4m creative collaboration workflows speed up the process.
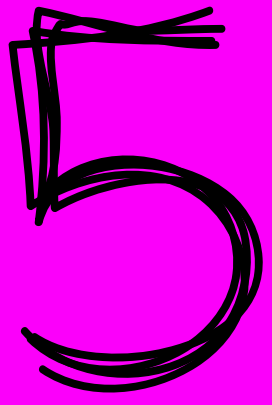
2 **Ensure legal compliance** – Mistakes can be costly! Re4m helps you avoid compliance pitfalls that could result in fines, judgements, and damage to your reputation by automating and facilitating your creative workflows.

3 **Improve visibility and collaboration** – Whether working centrally or remotely, teams can collaborate together. Edits and approvals are documented every step of the way with a full audit trail of comments, tasks and approvals.

4 **Single view of creative truth** – With content volumes increasing, more options, messages and segments it is essential to have your finger on the pulse. Re4m keeps the entire creative content lifecycle on track.

5 Enable local sales, marketing teams and partners - Re4m provides a single centralised location to manage all of your sales and marketing assets, information and content. Allow local actors to self-serve and deliver personalized materials rapidly at scale.

6 Ensure corporate & local alignment - Give local sales, marketing and partner teams the support they need to create impactful and effective local marketing.

7 Understand and measure creative performance - Have real time visibility into your creative production processes, and creative usage across all teams and local sales and marketing locations. Monitor and maximise the effectiveness of individual asset and marketing campaigns.

8 Creativity is important - Storytelling in an engaging, visual and human way is what customers want. Static wordy content is no longer enough.

9 Reduce expensive agency costs - Budgets are under pressure and expectations are sky high. With Re4m, you can better manage agencies and do more in house.