

Brand Management

Manage and distribute marketing assets from a single source of truth. Easily control your brand by creating pre-approved libraries of content and creative assets – from ads, email copy, presentations, sales materials, logos and more – with 1:1 level privacy settings that control budgets, access and template customization.

All of these capabilities make brand management easy at both the national and local levels, empowering franchisee, retailers, and distributors to create powerful local marketing campaigns and allowing corporate teams to breathe easy knowing brand integrity is completely safe.



Asset Management

From managing your digital assets like social media ads and campaign emails or physical ones like brochures, point-of-sale signage, catalogs, or store opening kits, to physical goods such as premiums and wearables our platform ensures that all your assets are stored, and accessible, from a single storefront.

- ✓ Brand Asset Management
- ✓ Promotional Items & Wearables
- ✓ Kitting
- ✓ Order Management & Fulfillment
- ✓ Financial Controls

Content Operations

With our branded content management capabilities, we'll automate the creation and management of your localized, personalized campaigns, assets and content — and where needed we can then produce and distribute — delivering through a variety of online, offline, and in-store channels — all while maintaining consistent brand design and messaging and, where applicable, airtight compliance with security regulations.

- ✓ Modular Templates / Locked-down Content
- ✓ Approval Workflows
- ✓ User Access Controls
- ✓ User Level Pricing
- ✓ Locked Down & Secure Content

Modular Templates

Our modular templates allow you to upload your assets, then determine what “content blocks” can be changed or locked down. Automated with our technology, you can determine everything from what images can be changed (and then set options they can use), provide content options and/or allow free form text and more.

- ✓ Ad Builder
- ✓ Customizable Templates
- ✓ Print-on-Demand Integration

Campaign Management

The OTP One platform streamlines the management of your local and national marketing campaigns, from production to distribution. It allows your corporate marketing team to create brand campaigns, while approved teams can access and execute pre-approved digital, traditional, and in-store campaigns. We ensure timely publishing and distribution while monitoring print inventories and budgets, and measuring digital engagement.

- ✓ Digital Marketing Integration
- ✓ Traditional Marketing Integration
- ✓ In-store Marketing Integration

Fund Management

Our fund management capabilities ensure secure payment processing for all orders that fit your unique business needs with total visibility and control over spending with comprehensive price monitoring, local expense tracking, and reporting.

- ✓ Various payment options at the user level
— MDF (marketing development funds),
Co-op Dollars, Credit Card and more.
- ✓ User level pricing structures
and payment options