



Whitepaper

# The Power of Single Source Publishing

This whitepaper explores this topic, it's benefits, and how organizations can realize the value of their content.

*freedom  
to create*

# The Power of Single Source Publishing

Caught between the pressures of a content hungry consumer and the need for business efficiency, content management professionals of various disciplines and pretty much every industry vertical, from traditional publishers to retailers, brands and even manufacturers, are unifying around a common best practice: single source publishing.

Today there is an explosion in the demand for content. Forrester Research is often cited as claiming that consumers touch an average of 11.4 pieces of content prior to making a purchase<sup>1</sup> and as the consumer experience is increasingly personalized, these content items need to be available in the context of the consumer, in their desired format, on their preferred device and channel, and in the language of their choosing.

Of course, when we talk about language, we really mean localization. Writing an article in high German does not necessarily make it relevant to an Austrian audience or even a Bavarian, especially if it refers to local regulations, pricing, customs or markets.

Today, localization goes further than that. As brand communicators, content producers and marketers we need to be understood but also relevant across audience segments in the moment of their engagement. When talking about a software product for example, a simple instance of this would be the creation of a technical document for someone in IT and a feature list for the business user.

The content created by brands is changing too. The content explosion is not just fuelled by the demand for localized and relevant traditional ads and product information, but also by the practice of content marketing. Telling a brand story and owning its output channel are key to turning businesses into publishers.

<sup>1</sup> [www.forbes.com/sites/danielnewman/2014/04/10/the-role-of-influence-in-the-new-buyers-journey/](http://www.forbes.com/sites/danielnewman/2014/04/10/the-role-of-influence-in-the-new-buyers-journey/)

*“[...] brands are starting to realize that they don’t need to wait any longer to tell their story, they can tell it themselves. They’re starting to do that by producing their own content. Even as recently as five years ago we used to have to wait for reporters or journalists to tell the story. Now they can bypass that and go direct to consumers.”*

**Nick Barber**, Senior Analyst, Forrester Research<sup>2</sup>

In order to keep up with the demand for content, its publication is becoming a second business for many organizations. Some big brands are taking a proactive approach to this by creating or buying media companies, or hiring journalists to populate their content marketing departments.

Red Bull is an obvious example, having built a media company around an energy drink that lends so much brand equity it can now sell pretty much anything. Other examples of big names taking content seriously include Unilever which created an inhouse agency called U-Studio, US telecoms and communications giant Sprint with its inhouse agency and production studio (Yellfan), and Marriott, whose in house content studio is award winning and scooped up an industry Shorty award last year.

*“Now that consumers are in charge, we have to shift to not talking about ourselves, but what does that consumer want? How do I entertain them? How do I solve their problems? How do I build a relationship with them and provide value?”*

**David Beebe**, former VP global and creative content marketing at Marriott International.<sup>3</sup>

Not everyone is a Red Bull, Unilever or Marriott, but for every organization this growing second business requires them to think a lot more like publishers and to consider content as a valued commodity, as they would any other business asset.

So we now hear the language of the physical supply chain entering the lexicon of content publication, with businesses adopting such terminology as they optimize their ‘content supply chain’ or ‘digital inventory’, and it’s taken seriously as a practice that has a direct impact on the metrics that the C suite care about such as Net Promotor Score (NPS), brand value, revenue, and shareholder value.

The optimization of this essential second business, this conversion to becoming a publisher, requires an adoption of practices and tools best described as ‘single source publishing’, the idea of centralizing the content publication process to sit across typical business silos such as marketing, sales and services so that content assets are visible and accessible to all with a ‘single version of truth’.

The terminology to describe this varies, depending on your background and discipline. A decade or more ago, you would have heard the term ‘COPE’ (Create Once Publish Everywhere) from content professionals or digital technologists, but if you’re a product company then the terminology you likely heard is MDM (Master Data Management). In the early 2000’s it was described as Enterprise Content Management (ECM) and DAM (Digital Asset Management) professionals have argued this case for years.

<sup>2</sup> [www.cmswire.com/digital-asset-management/dam-moves-to-heart-of-enterprise-in-forrester-vendor-landscape/](http://www.cmswire.com/digital-asset-management/dam-moves-to-heart-of-enterprise-in-forrester-vendor-landscape/)

<sup>3</sup> <https://adage.com/article/cmo-strategy/marriott-a-content-marketing-mecca/308365/>



## Jaguar Land Rover Business Results



**£55m**  
saved for Jaguar Land  
Rover since 2011



**68%**  
faster content  
production process



**10,000**  
downloads  
a month



**300k**  
assets available to agency  
network in 19 countries



**10K+**  
users at Jaguar  
Land Rover



**2x**  
increase in car  
sales since 2012

In a blog post in 2017, Nick Barber, Senior Forrester analyst wrote:<sup>4</sup>

*“DAM can serve as the central hub for your content. DAM solutions of today sit squarely between upstream creative workflows and downstream delivery mechanisms. If you have multiple systems that need to access rich media content, a dedicated DAM is the core repository that serves that content into a presentation layer.”*

As usual in this industry, there are a lot of acronyms, but in essence they describe the same thing – a foundational system granting the whole business visibility of all its assets.

This may sound pretty basic, but there are many examples where simply knowing what assets are available has created efficiency and cost savings which paid for such a system many times over, such as through reduced creative outgoings due to the ability to find and reuse existing assets instead of commissioning and/or purchasing anew.

A recent censhare case study stated that inhouse Jaguar Land Rover agency Spark44 saved £65 million by using a centralized content system and sped up content production by 68%.<sup>5</sup>

Today, this foundational system comes from one of three software vendor categories, Digital Asset Management (DAM), Product Information Management

(PIM) or something that is less well defined by the analyst community (which is very focused on digital) but is well understood by the print publishing community (or commercial organizations such as IKEA which has a massive catalogue printing business) – as being a publishing system.

With 203 million copies distributed around the world, IKEA’s yearly catalogue sits beside the Bible, the Quran, and the Harry Potter series as one of the most popular books in the world.<sup>6</sup>

To do this IKEA must embrace the concept of single source publishing for all channels. Its content challenge is diverse – its catalogue alone is localized for distribution to 72 different regions and is supported by websites, both on and offline ads, and a whole raft of content placements that, of course, include in store.

And it’s not just the big guys who face this challenge. Consumer experience expectations of consumers may be defined by these guys, along with Zappos, Facebook, Amazon, Uber, and every other disruptive digital company for example, but in order to compete for the consumer’s attention, every business has to be thinking in the same way.

For example, Newmarket Holidays, a small UK based 200 person holiday company is doing exactly that. The way people buy holidays has changed, particularly on line, and such diverse sales channels mean that marketing team must provide an array of materials to allow customers to browse, consider, and buy their breaks at their leisure – they too have had to get serious about their content operations.

<sup>4</sup> [https://go.forrester.com/blogs/17-02-24-dont\\_be\\_foiled\\_dam\\_is\\_still\\_relevant/](https://go.forrester.com/blogs/17-02-24-dont_be_foiled_dam_is_still_relevant/)

<sup>5</sup> [www.censhare.com/us/client-success/clients](http://www.censhare.com/us/client-success/clients)

<sup>6</sup> <http://uk.businessinsider.com/ikea-catalog-as-popular-bible-quran-2017-7>

Added to this, a vacation is not tangible product at the point of sale but is instead purchased by the consumer through a visualization and story of what they might experience on that vacation. The digital assets which tell this story and their delivery to the consumer are therefore critical in this crowded market .

Newmarket Holidays is currently implementing a single source content solution with a view to breaking down traditional silos and enforce a single source approach towards content marketing, serving content to its channels both on and offline, and providing asset visibility across the business.

*“Users are empowered to find product copy, and search, crop and share images to their requirements on the fly. This could be for use in email marketing or on the website, for example. Our plan is to ... automatically place images on our website and to manage the workflow for our brochure publication”*

**Liam Bennett**, Digital Asset Coordinator  
at Newmarket Holidays<sup>7</sup>

Newmarket Holidays is not going to trouble the Bible for distribution figures, but its single source approach is bringing significant business efficiency in an incredibly competitive market.

While this as well as the JLR and IKEA examples show the benefits of a centralized system, single source publishing is not just about technology, but about becoming a content publisher as part of a holistic business transformation and not just on which is limited to the marketing department.

<sup>7</sup> <https://www.censhare.com/uk/newmarket-holidays-case-study>

## Newmarket Holidays Business Results



**1,000's**  
of images organized,  
tagged and searchable



**1**  
hero image for  
each tour



**8,000**  
images for  
400 tours



## **about** censhare

Our pioneering, universal content management platform lets you connect with your audiences on any channel, in any language, locally or globally. Clients like Allianz, Dyson, Christie's, Lufthansa and many more have already discovered new freedom to create and deliver consistent quality content with exceptional efficiency.

Contact us at [www.censhare.com](http://www.censhare.com)

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