



Joint Media Release

GS1 Australia signs long term agreement with digital product content provider Brandbank

For immediate release Thursday 13th October 2016 – GS1 Australia is pleased to announce that it has entered into a long term agreement with Brandbank to provide a complete digital content creation and management service.

This agreement mobilises Brandbank’s wealth of expertise and experience in content creation to perfectly complement the existing GS1 Australia [Smart Media](#) product data and self-managed digital content distribution service.

[Brandbank](#), a Nielsen-owned company since 2014, is the world’s largest provider of trusted digital product content for eCommerce, websites, mobile shopping apps, merchandising and marketing.

The rich data model provided by Brandbank and loaded into the Smart Media service will help to improve online product content with professional, consistent images and product data for the benefit of the consumer. This will allow retailers to build out their online product catalogues to closer reflect the range and assortment that is typically sold within their traditional bricks and mortar stores.

“We are excited to expand this best-in-class capability into Australia. Our belief is that the management of content is a fundamental need for multi-channel businesses as eCommerce becomes a mainstream revenue engine,” says Rob Tarrant, CEO of Brandbank. “From a single product sample, we are able to create high quality content that fuels ecommerce success, while creating a rich online shopping experience.”

The new workflow process will be launched in the coming months and will complement GS1 Australia’s existing Photography and Self Managed content services. This will provide retailers, brand owners and manufacturers with the option to outsource to GS1 Australia the creation of customer and consumer facing content as a value added option when using the Content Creation service.

This new Content Creation service, which will be powered by Brandbank’s established workflow process and underlying technologies, will allow brand owners and manufacturers to simply send their products to the photo studios at GS1 Australia in Sydney or Melbourne. The products will then be professionally photographed in a studio environment for marketing, online and shelf-space management requirements.

The consumer facing data displayed on the package will be captured and loaded into Smart Media from the Brandbank workflow process for brand owners and retailers. The data capture process will include a range of quality assurance and quality control checks within the Brandbank process flow for final brand owner sign-off prior to sharing the content with trading partners via Smart Media.



The photography process will leverage Brandbank's proven post-production techniques and capabilities that have made it the world's market leader in managing digital brand content.

Maria Palazzolo, Chief Executive Officer at GS1 Australia said we are extremely excited about the partnership with Brandbank and Nielsen Australia as it is a natural next step in the evolution of our member services offerings.

"I have been aware of their significant success in the area of digital brand content for some time and have been keen to bring their expertise and knowledge to Australia for the benefit of our 17,500 member companies. This agreement is a great milestone in the development of GS1 Australia as an organisation that is always focused on going that extra step to service our customers".

According to John Hearn, Head of Data and Digital Content Services at GS1 Australia, putting this agreement together over the last few months has clearly identified that GS1 Australia and Brandbank share a common goal in delivering quality digital content to our customers.

"The synergies between us are extremely strong and the Brandbank alliance definitely complements our existing service portfolio including Photography, Smart Media, the National Product Catalogue and Barcode Check. It is a perfect fit solution for members of all sizes, from the small local brand owner with only one or two lines, right up to the large multinationals, and companies of all sizes in between."

To find out more about Smart Media, view the [video](#), register to attend a free Smart Media [webinar](#), call 1300 BARCODE, visit the [website](#) or email SmartMedia@gs1au.org.

About GS1 Australia

GS1 Australia is the leading provider of standards and solutions for over 20 industry sectors. We introduced barcoding to Australia in 1979 and today we enable more than 17,000 member companies, of all sizes, to become more efficient by implementing the GS1 system.

We bring businesses, associations and industries together. This blended community comes to GS1 Australia for advice, networking and solutions to their supply chain challenges. For more information visit <http://www.gs1au.org/>

About Brandbank

Brandbank is the world's leading product content creation, management and publishing solution for omni-channel retailing. The business works with major multi-national grocery and health and beauty retailers and over 9,000 FMCG suppliers in 18 markets. It helps them to create or capture, manage and distribute product content, which is optimised for shopper marketing and category planning.



Brandbank helps manage the relationship between retailer and supplier communities – minimising duplication of effort and wasted budget, and maximising the value of product content. This enables businesses to publish rich product content for a range of applications, from ecommerce sites and mobile shopping apps, to virtual merchandising and offline print media. It distributes in excess of 50 million digital product assets to retailers, wholesalers and food service businesses every year.

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Brandbank

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