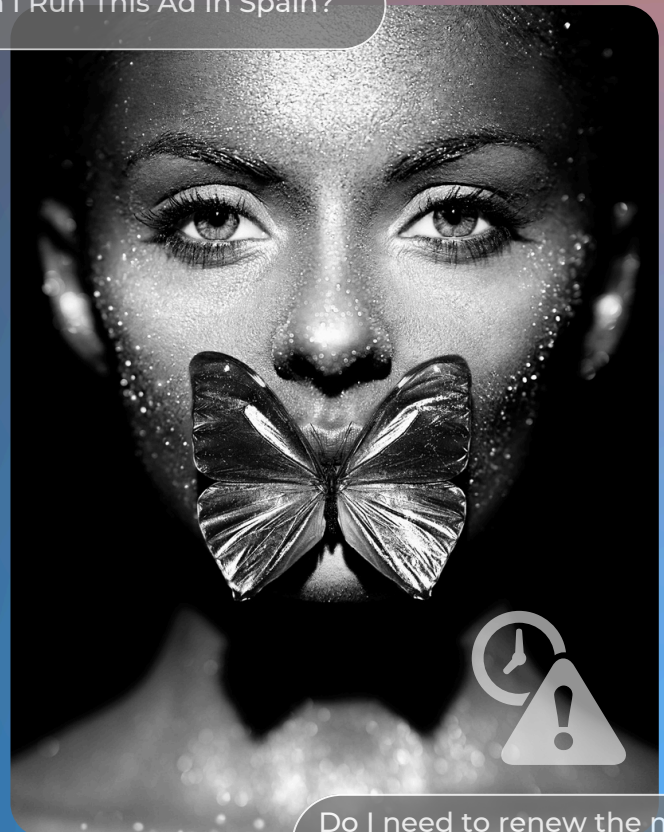# Brand Vision™
by FADEL®

Can I Run This Ad In Spain?

Brand Protection across the Content Production Workflow

Brand Vision is a powerful AI-driven brand protection solution designed to accelerate creative production and ensure brand consistency, compliance, and protection across all your content
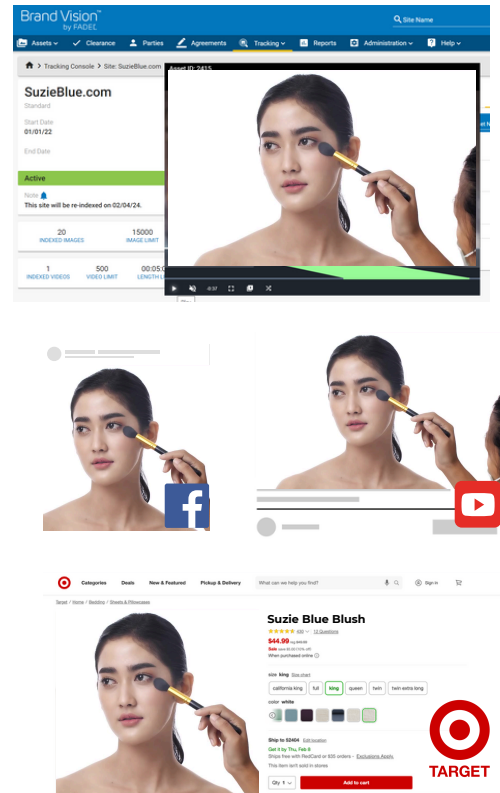
Do I need to renew the models contract?

AI-Powered Content Tracking & Protection

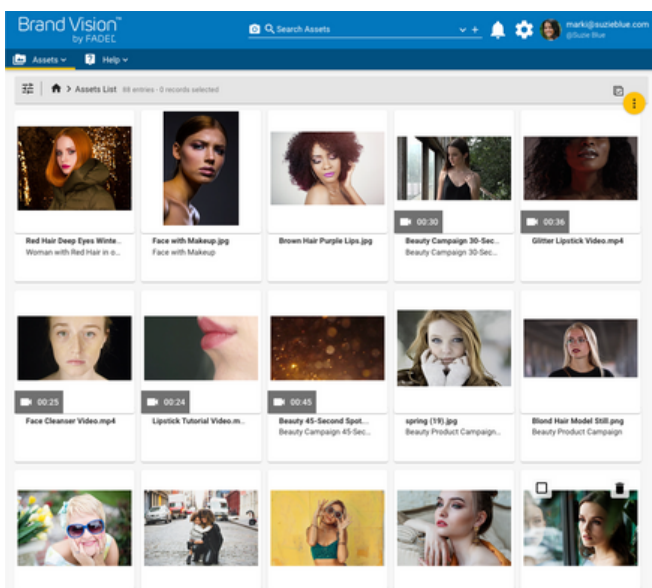*Save time and reduce errors: automate your search for expired assets*

Brand Vision's advanced AI solutions actively track and protect your brand assets across web, social, and e-commerce platforms. By monitoring published content in real-time, the system detects unauthorized usage, tracks expiring rights, and alerts your team to any potential infringements.

- **Real-Time Content Monitoring:** Find live brand images, videos, logos, and ads across the web, monitor their compliance, and manage takedowns or expirations.

- **Proactive Brand Protection:** Ensure your brand remains compliant by identifying violations before they cause reputational harm or financial loss. With built-in AI tools, Brand Vision flags potential risks and enables faster response times for content corrections.

Maximizing Brand Asset Utility

Maximize Creative Investments with Centralized Asset Management and Workflow Automation

By centralizing brand assets within a searchable, easily accessible platform, Brand Vision helps organizations make the most of their creative investments. This efficiency not only speeds up production processes but also optimizes asset reuse across global teams, driving faster time-to-market and reduced production costs.

- **Centralized Asset Management:** Organize and enrich brand assets, making them easily searchable and shareable across teams. This eliminates redundancies and boosts collaboration between stakeholders.

- **Enhanced Workflow Automation:** Automate business processes such as asset approvals, rights clearance, and content renewals to streamline operations and reduce manual workload.

Seamless Integration & Scalability

Boost Productivity with Seamless System Integration and Scalable Brand Protection

Brand Vision integrates effortlessly with your existing systems—whether it's a DAM, MAM, CMS, or PIM platform—making it a flexible solution for any team size. The powerful workflow engine automates processes and enhances productivity while safeguarding your brand from non-compliant asset usage.

- **Integration with Existing Systems:** Seamlessly integrate Brand Vision with digital asset management and content management platforms to ensure continuous compliance from creation to distribution.

- **Scalable for Any Business:** Whether you're managing a global brand or a small team, Brand Vision's flexible platform scales with your needs, providing comprehensive rights and brand protection at every stage of content creation.

We have a vast partner network

Interested in intergrating with other software platforms? Visit https://fadel.com/partners/ to view our partners and available intergrations

Empower Your Brand with Analytics & Insights

Drive Strategic Decisions with Advanced Analytics and Performance Insights

Gain deeper insights into asset usage, rights management, and overall brand performance with Brand Vision's robust reporting and analytics tools. These tools help teams optimize content reuse, negotiate better contracts, and avoid costly rights violations.

- **Smarter Decision-Making with Analytics:** Leverage powerful analytics to monitor asset expiration, clearance history, and usage violations. This intelligence helps optimize costs and ensures that you're maximizing the value of every asset in your creative inventory.

- **Performance Insights for Brand Equity:** With comprehensive performance analytics, Brand Vision provides insight into brand compliance and content reuse strategies, allowing you to protect your brand while maximizing content ROI.

> " *Since implementing Rights Cloud, we've significantly streamlined our processes, saving valuable time each month and allowing us to focus on more strategic tasks. The addition of automated expiration reporting has been a game-changer, enhancing efficiency year over year. We're seeing a major improvement in compliance, with fewer legal issues and increased efficiency in asset reuse across global teams. The workflow is smoother, and we anticipate even more gains in time to market as we continue to enhance our rights management and clearance processes.*

Feature Breakdown

Talent Directory	Capture and manage talent information, including social profiles, agreements, contributions, and relationships between talent, agreements, assets, and campaigns
Agreement Management	Capture and manage agreements and usage rights for models, photographers, and other rights holders, with automatic rights updates across assets.
Asset Rights Management	Enhance assets with usage rights, share them across the martech stack, and track content expirations and violations for streamlined compliance.
Rights Clearance	Accelerate content creation with real-time, at-a-glance usage rights confirmation directly within your DAM, creative tools, and anywhere else.
Content Tracking	Monitor published images and videos across brand, e-commerce, and social websites. Protect against infringement with continuous searches and alerts for expiring assets and violations.
Video Tracking & Music Identification	Brand Vision's AI detects repurposed videos by matching frames and tracking clips across platforms like TikTok and YouTube. It also identifies published music in videos stored in your DAM.
Built-In Workflow Engine	Automate and manage business processes, including approvals, expiration alerts, rights requests, takedowns, and renewals, for improved operational efficiency
Centralize Digital Assets	Streamline the organization of pre-production, WIP, and final digital assets, including versions and renditions, with structured folders, metadata, and AI-generated tags
AI-Powered Visual Search	Effortlessly locate visually similar content by analyzing patterns, colors, and layouts, or search using metadata and tags for more precise results.
Share Assets	Distribute assets to stakeholders through various methods, including lightboxes, contact sheets, email, and system transfers, ensuring seamless collaboration
Analytics & Reporting	Leverage analytics to drive better decisions and optimize costs when reusing, negotiating, or extending assets and contracts.
Defend Against Claims	Received a cease and desist? Simply upload the image into Brand Vision to access usage rights reports and agreement details to defend your claim!
Content Tracking as a Service	FADEL's white-glove service uncovers more assets faster, with higher accuracy, and at a fraction of the cost.
Professional Services	Offering Implementation, Service Packs, Managed Services and Integration