SPICY talks '22
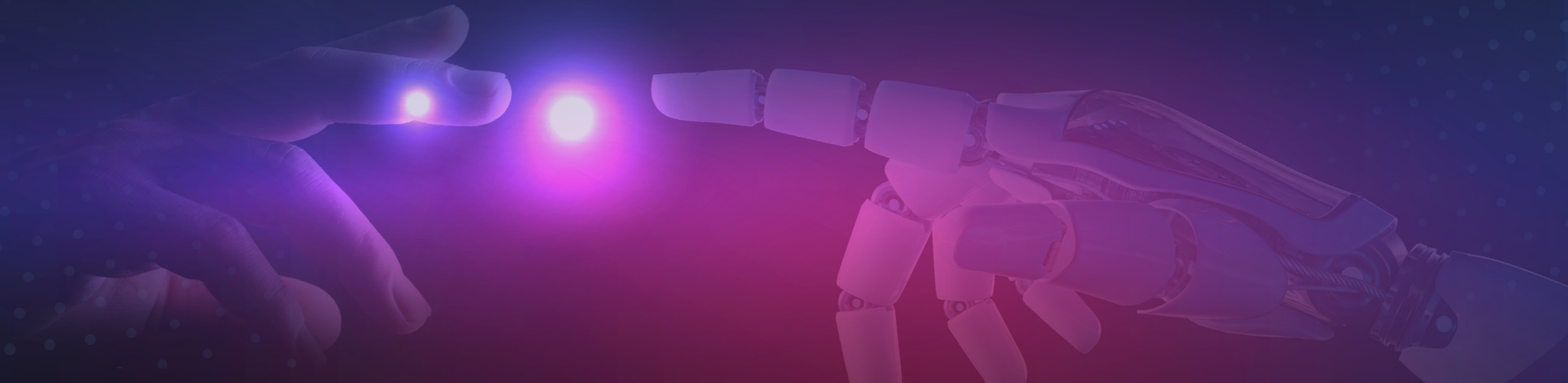
All-out
PHYGITAL

The community gathering for
Creative Tech professionals

22-23 NOV
Brussels

Fast forward your brand with creative automation

CHILI Power User

KAN
Introduction

KAN is a branding agency based in Antwerp, Belgium with 35 years of experience. Currently with a multi-disciplinary team of over 20 people.

We specialize in branding and brand automation as we're one of the first companies to partner with **CHILI Publish** when they started.

Our biggest strength is our expertise and flexibility to help customers with their vision for creative automation.
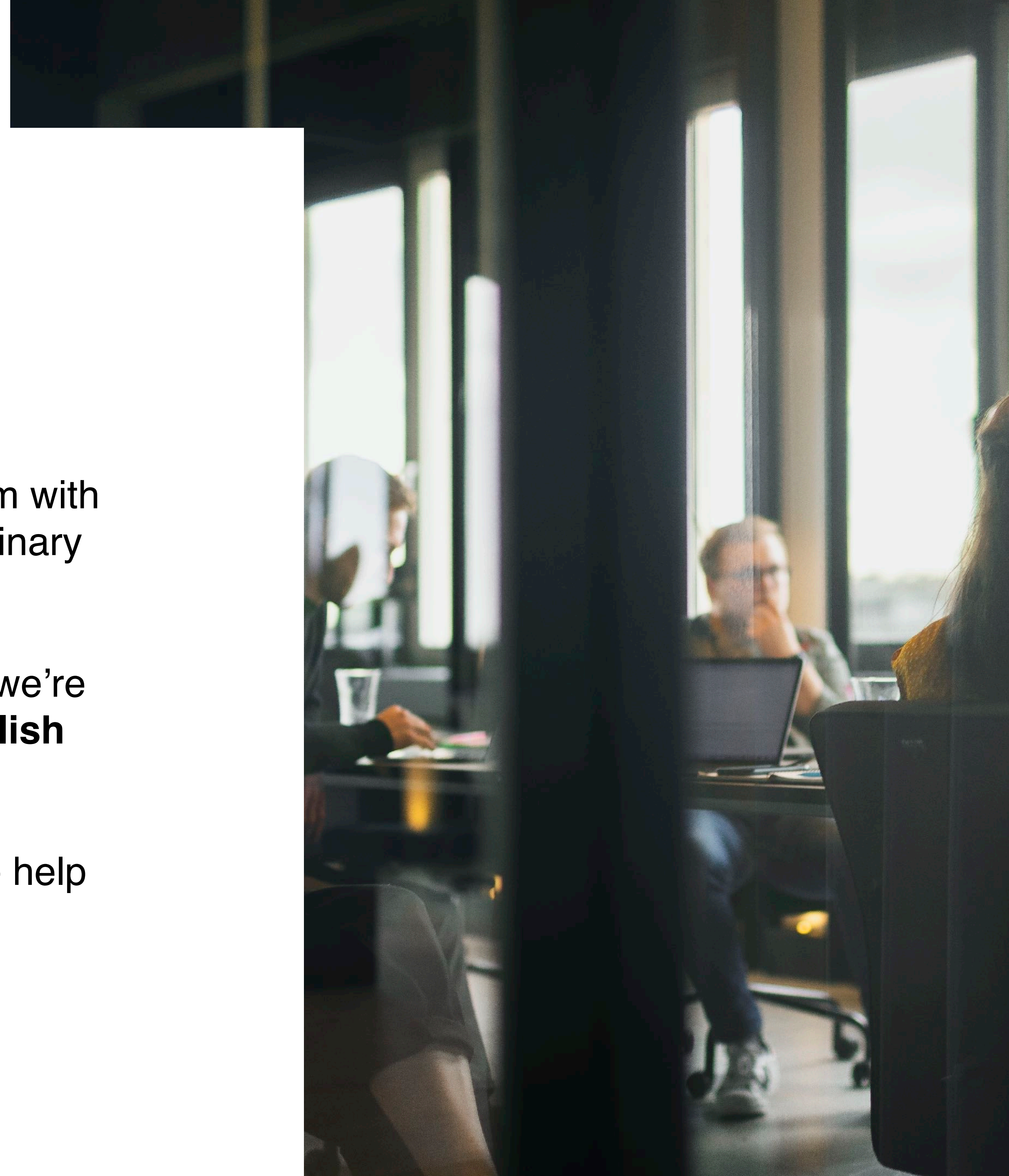
Introduction

Who am I

Thomas Brouns, Currently Product owner for the Custom projects at KAN. Started 10 years ago as a graphic designer to grow into one of the creative automation experts at KAN.
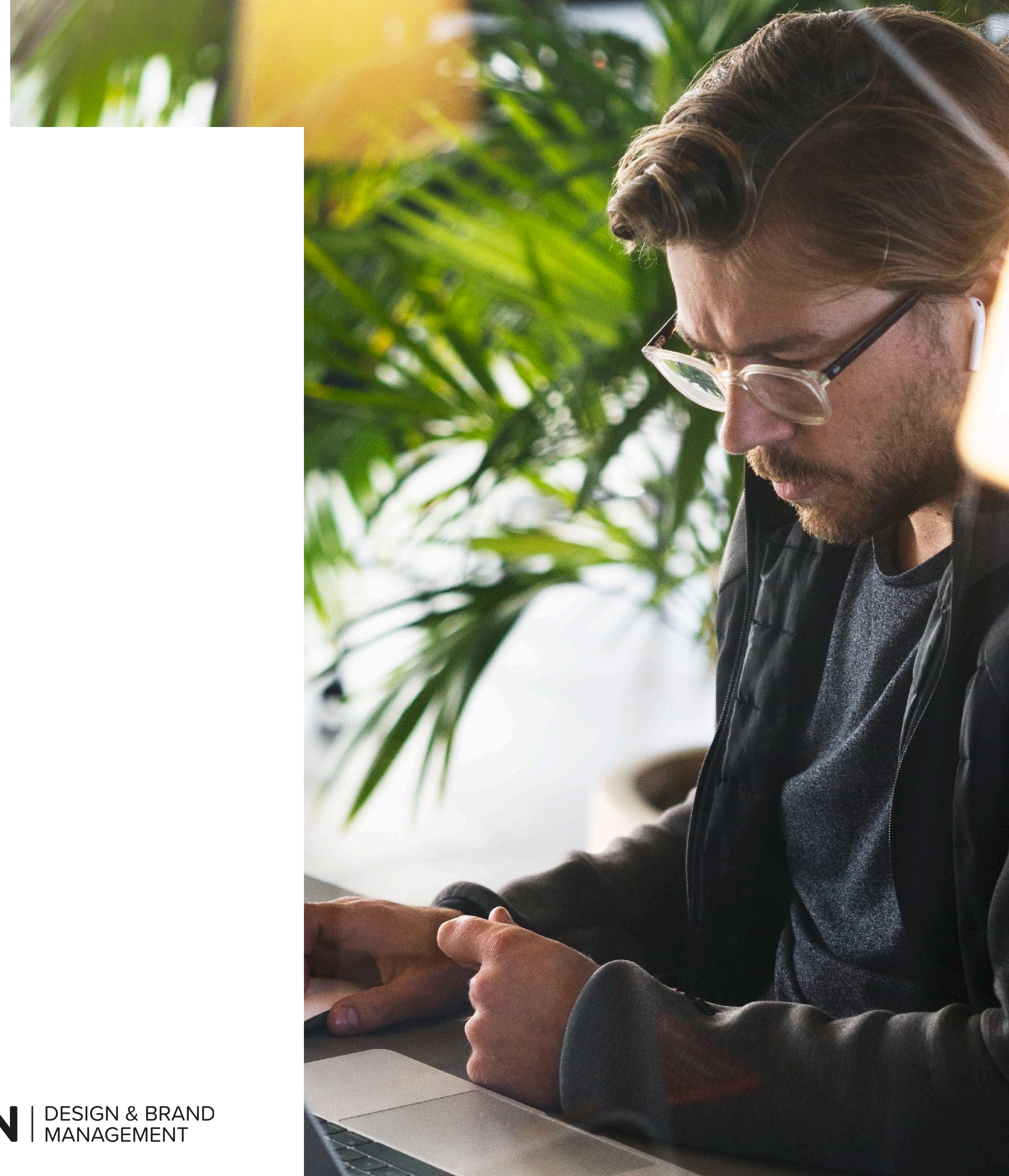
Our team focuses on smart template development on a large scale, automation workflows, and creative platforms consultancy.

CHILI Power User - Fast forward your brand
with creative automation

What is creative automation?

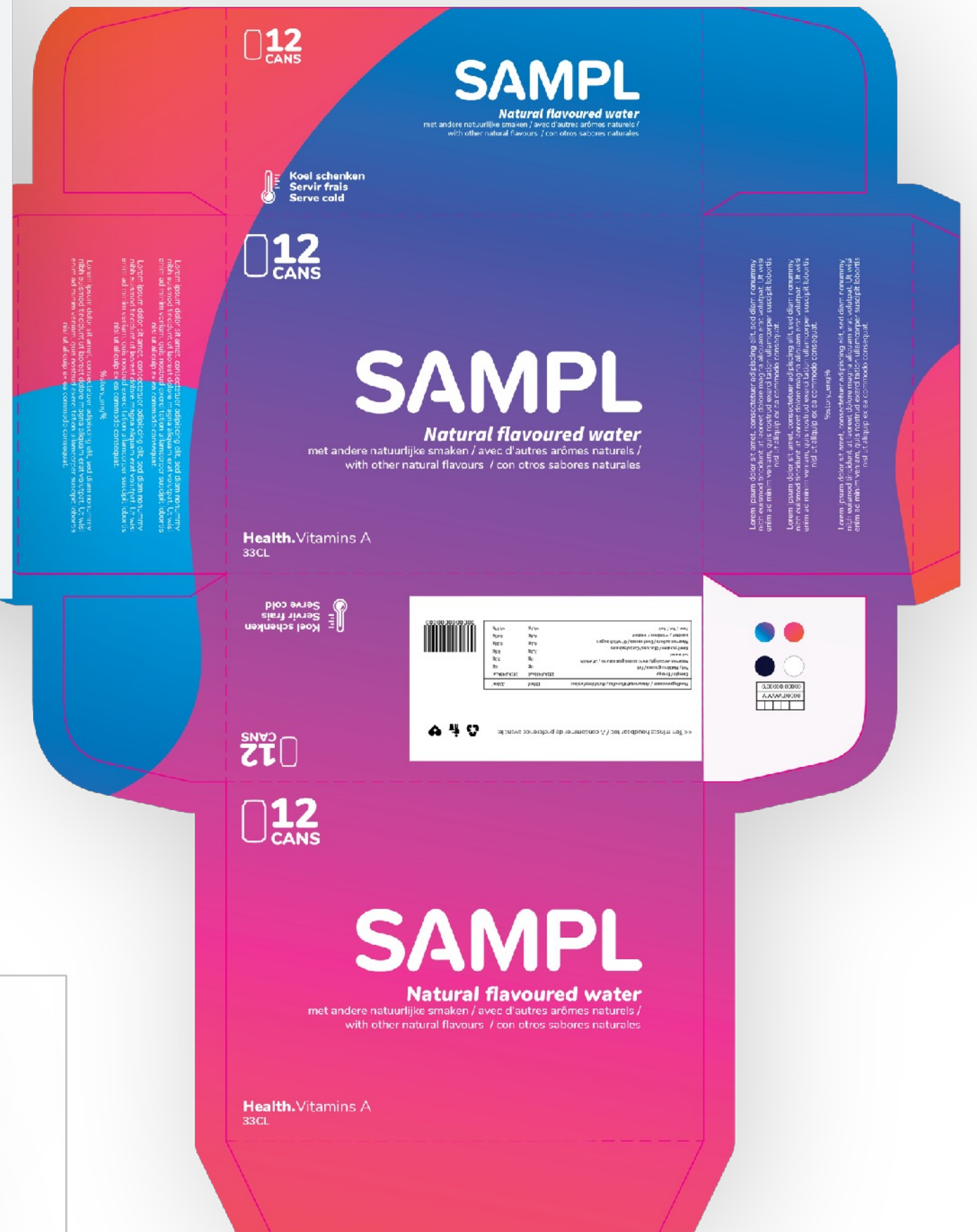CHILI publish | SPICY talks '22

KAN | DESIGN & BRAND MANAGEMENT

What is creative automation?

Fast forward your brand with creative automation

- Skipping **repetitive tasks** and **manual interventions**

- International control of branded outputs

- Produce artwork variations on a **large scale**

- Your brand guidelines actually implemented

Creating demo content for your brand

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SAMPL | CREATIVE DEMO SOLUTIONS

THE DEMO CONTENT REFERENCE FOR ACTIVE CONTENT PROVIDERS

SAMPL

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April 2018

WORKING WITH SAMPL TO GENERATE DEMO CONTENT

ADDING DUMMY CONTENT
IN NOBITAQUI TEM LABO. ELEST

HOW TO MAKE MOCKUPS
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WHY USE DEMO CONTENT INSTEAD OF LOREM IPSUM

12 CANS

SAMPL
Natural flavoured water
met andere natuurlijke smaken / avec d'autres arômes naturels / with other natural flavours / con otros sabores naturales

Koel schenken
Servir frais
Serve cold

12 CANS

SAMPL
Natural flavoured water
met andere natuurlijke smaken / avec d'autres arômes naturels / with other natural flavours / con otros sabores naturales

Health. Vitamins A
33CL

12 CANS

12 CANS

SAMPL
Natural flavoured water
met andere natuurlijke smaken / avec d'autres arômes naturels / with other natural flavours / con otros sabores naturales

Health. Vitamins A
33CL

John Smith
CEO

facebook/sampl.com
instagram/sampl.com
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Mechelsesteenweg 271
Antwerp, Belgium

SAMPL | CREATIVE DEMO SOLUTIONS

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with creative automation

What are the key elements of creative automation?
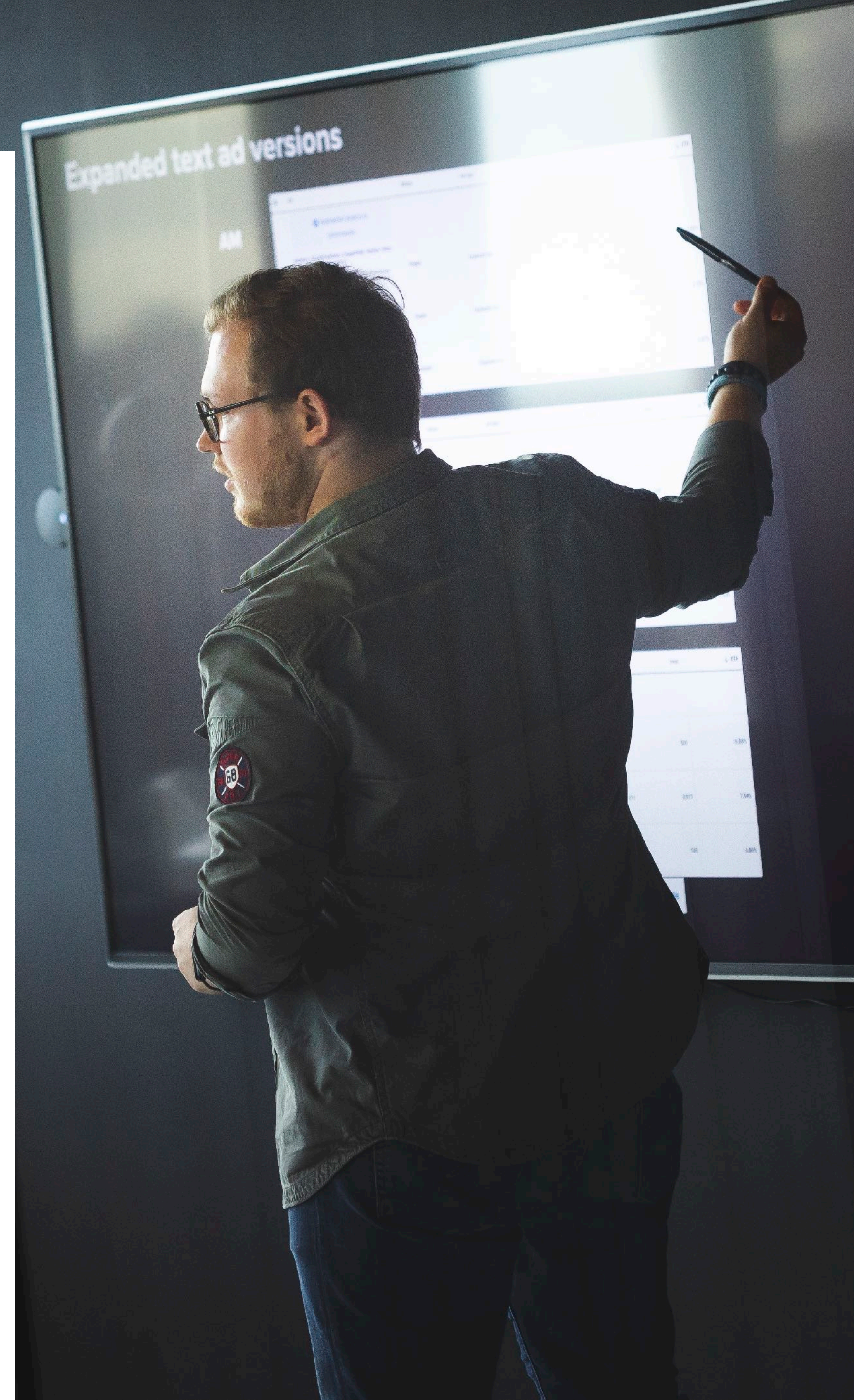
CHILI publish | SPICY talks '22

KAN | DESIGN & BRAND MANAGEMENT

What are the key elements of creative automation?

Fast forward your brand with creative automation

- A powerful creative engine as **Chili Publish**

- A Front-end platform to give users a **single point of truth**

- **Rationalize** your designs

- Outline an effective template development **workflow**

- **Structure your data** to improve your **business logic**

LIME

PEACH

NATURAL

Lime Flavour

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Koel schenken
Servir frais
Serve cold

Health. Vitamines A

330 ML

SAMPL
Naturel flavoured water met andere natuurlijke smaken / avec d'autres arômes naturels / con otros sabores naturales

LIME

PEACH

NATURAL

CHILI Power User - Fast forward your brand
with creative automation

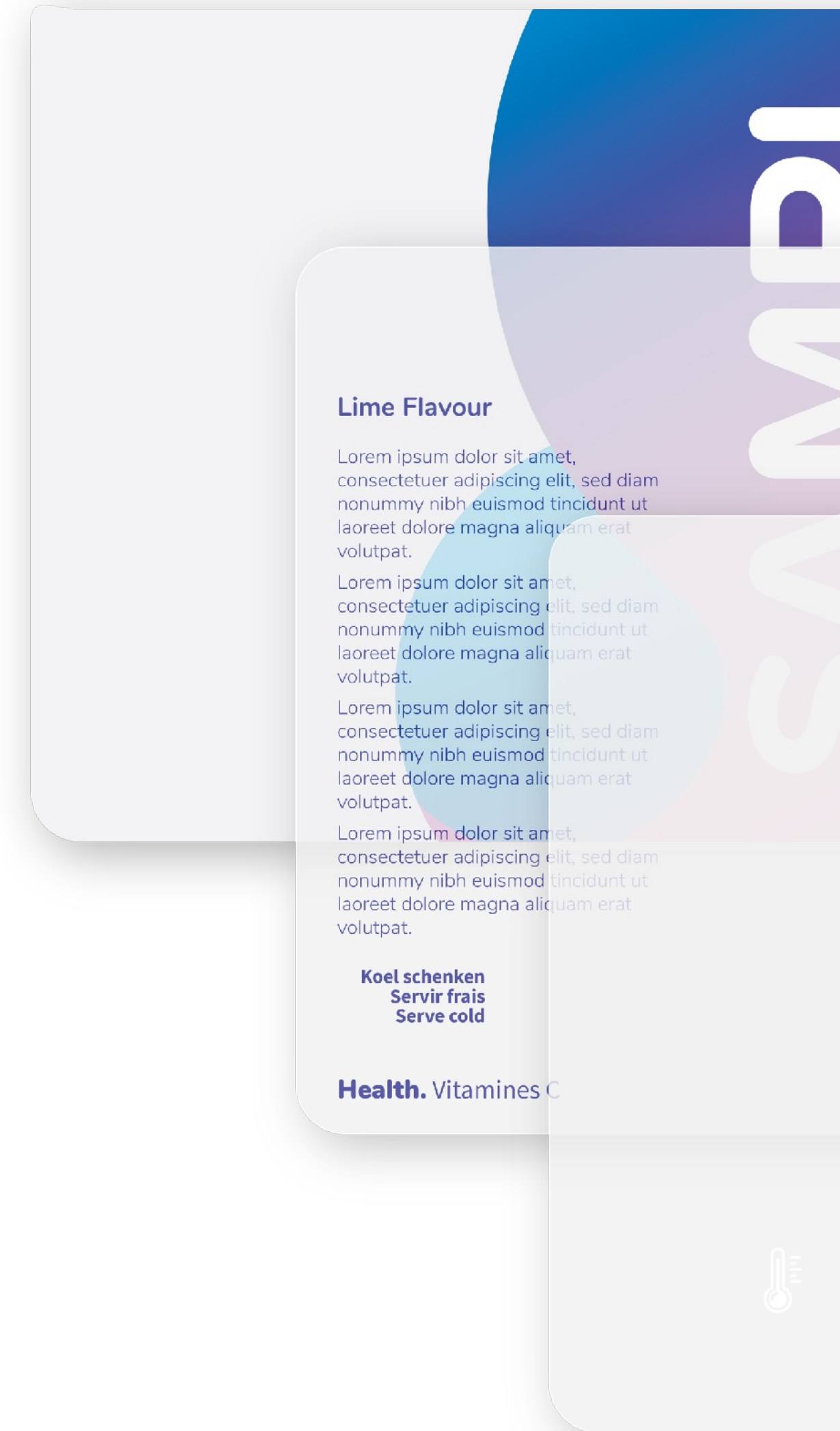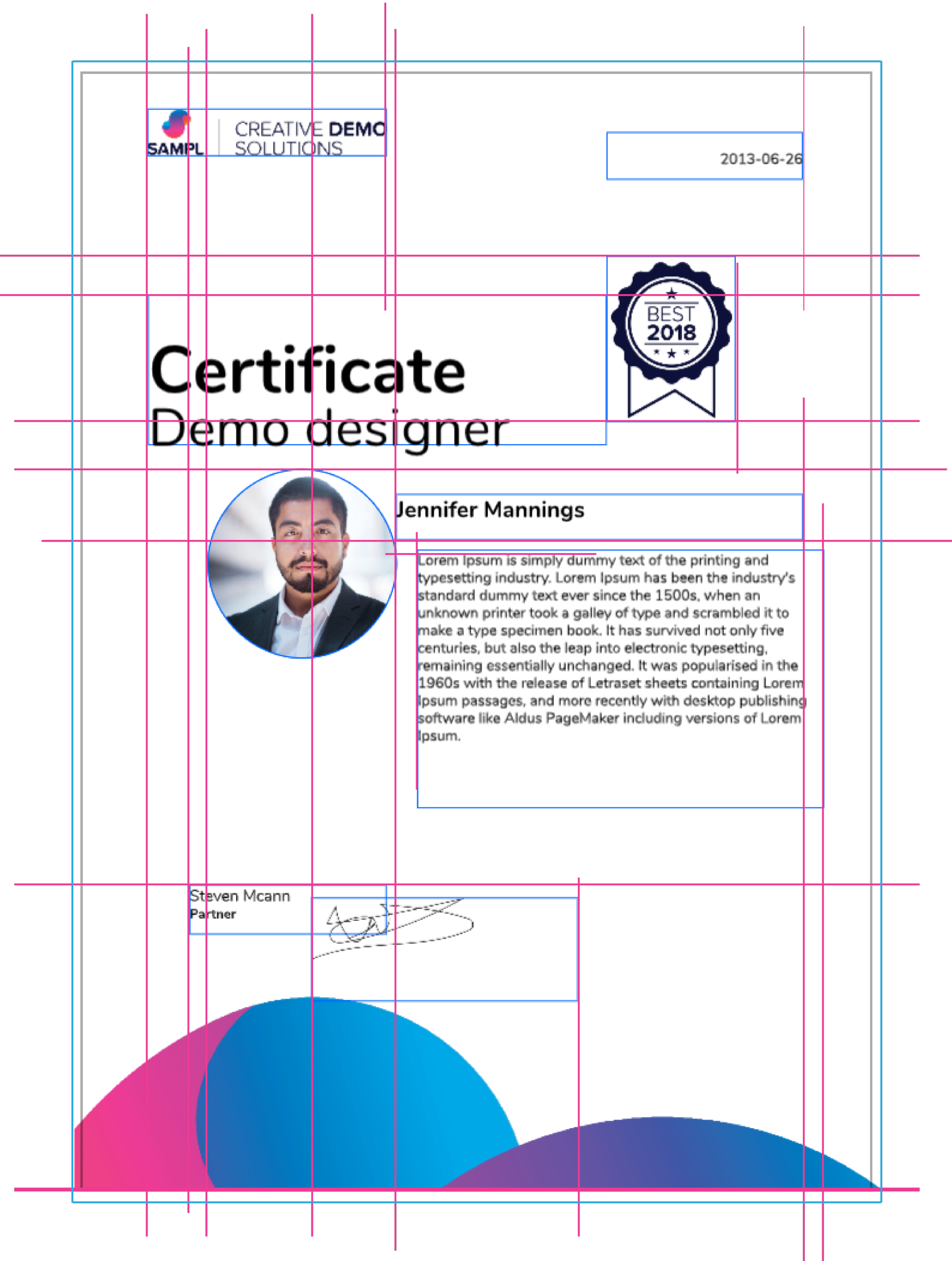# Keeping automation in mind while designing becomes crucial
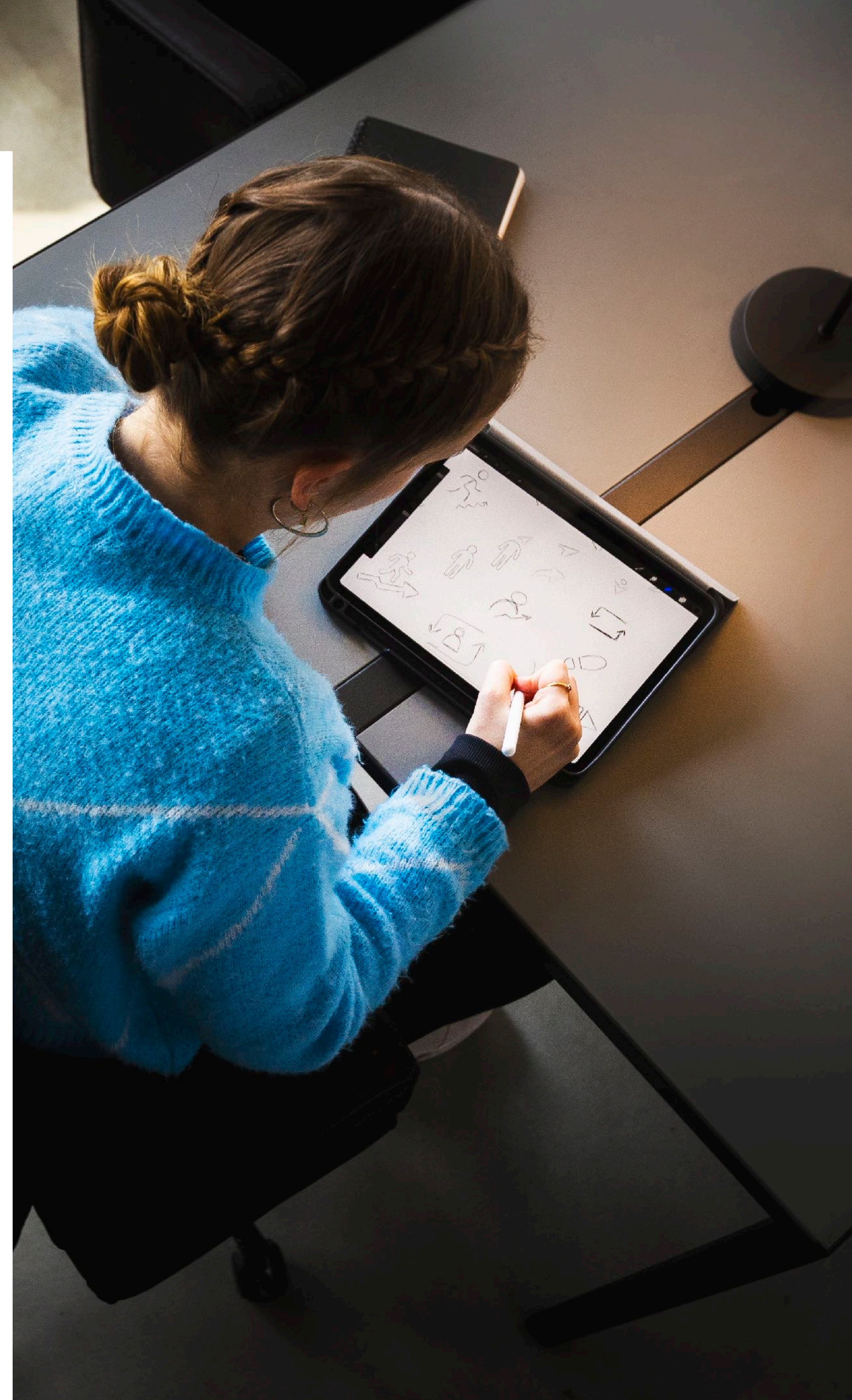
Keeping automation in mind while designing becomes crucial

Fast forward your brand with creative automation

- Design for **multiple** possibilities

- Envision a lot of content possible in the design

- Keep everything nicely aligned and the numbers simple

- **Remove** everything unnecessary

- Keep all connected elements **light in size** but **high in quality**

- Try to structure and rationalize designs

BACKGROUND

TEXT

ICONS & EAN

Lime Flavour

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330 ML

CHILI Power User - Fast forward your brand
with creative automation

Use the best and worst-case design scenarios to bulletproof your templates

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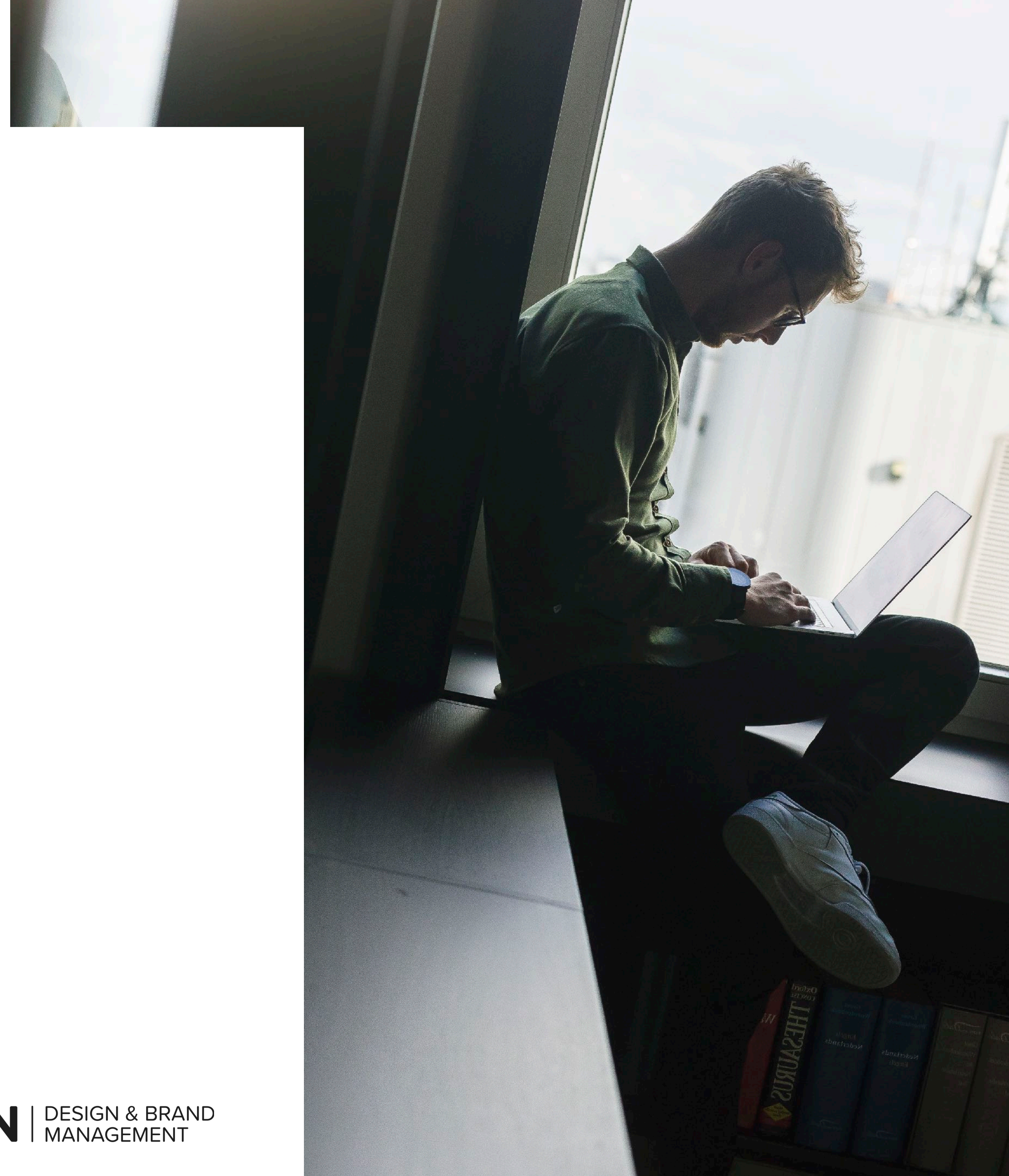
Use the best and worst-case design scenarios to bulletproof your templates

Fast forward your brand with creative automation

- Work your way back starting from the **complex artwork**
- Focus on combining as **many examples** as possible within a **good structure**

- Try to solve **80% of the possibilities**, look at unique cases or examples separate

- Think about your development so that is **re-usable**

- Keep template structure and **naming convention** clean

CREATIVE DEMO SOLUTIONS

WHY USE DEMO CONTENT?

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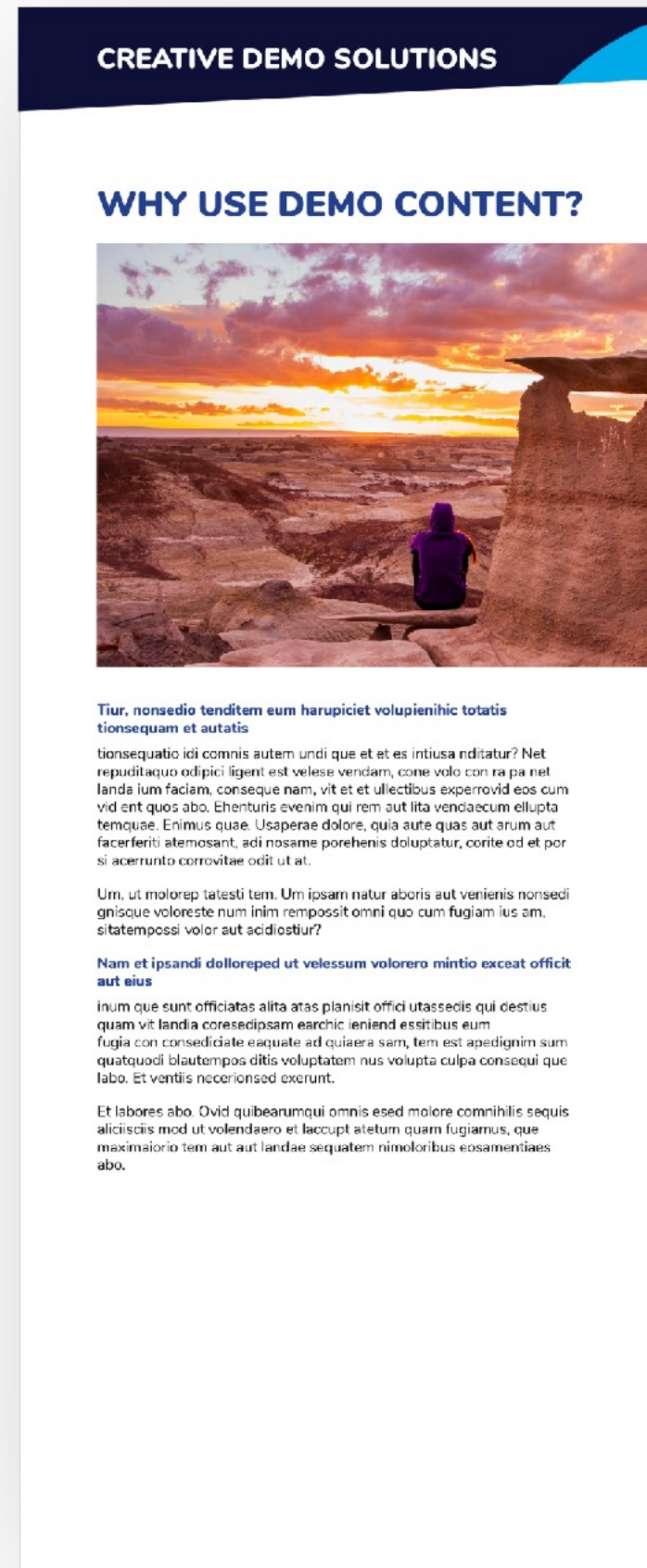
CREATIVE DEMO SOLUTIONS

WHY USE DEMO CONTENT?

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"Finding demo content was never this easy"

SIMPLE DESIGN

CREATIVE DEMO SOLUTIONS LINE 1 WITH A EXTRA LONG DESCRIPTION

SAMPLES AND CONTENT

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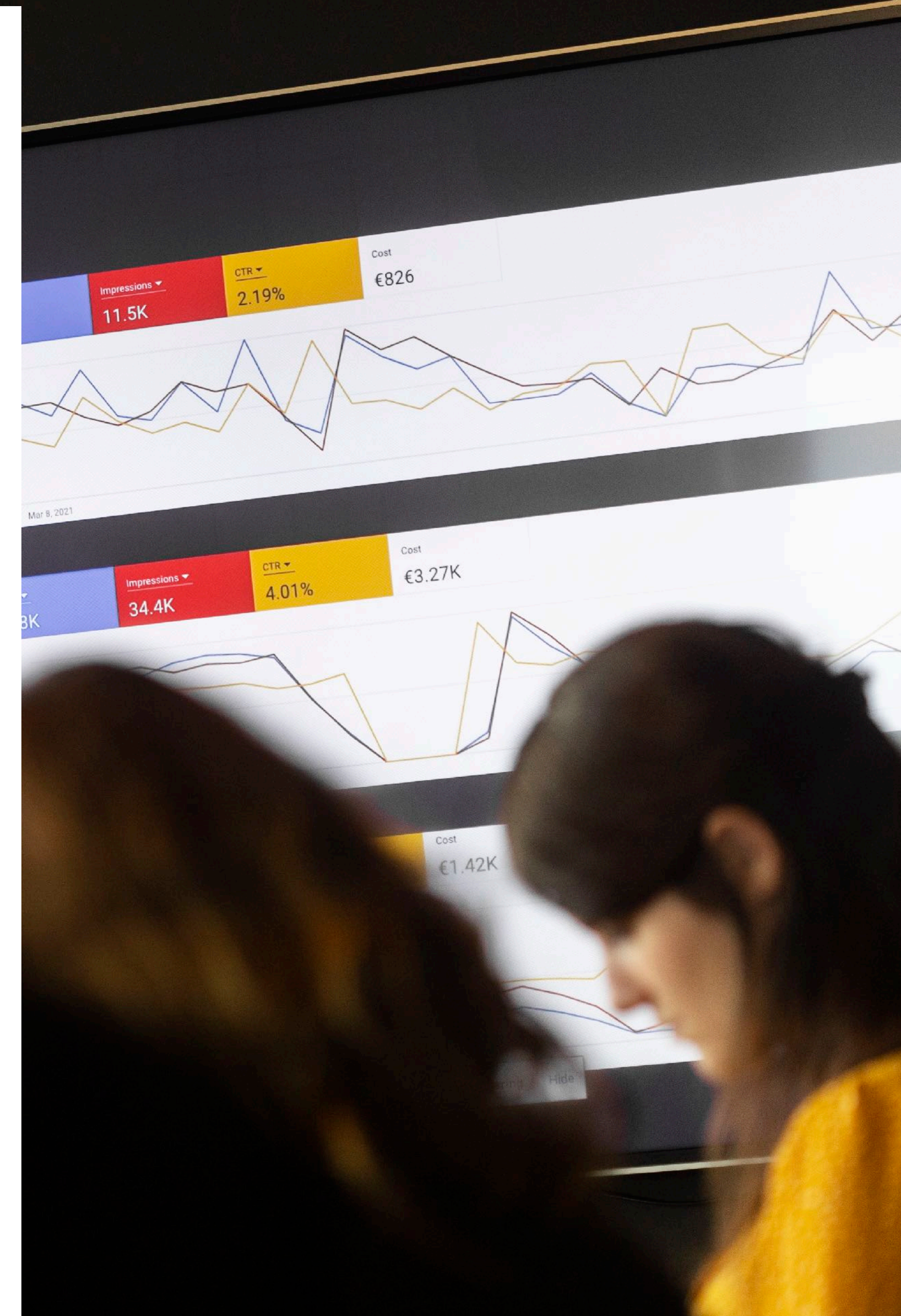
START WITH > **WORST-CASE SENARIO**

Why take the step into automation as a Brand?

Fast forward your brand with creative automation

- Keep your **brand on brand**

- **International ownership** of the created artwork

- **Save on communication** during the creative production process

- **Central overview** of created artwork

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KAN | DESIGN & BRAND MANAGEMENT

Why take the step into automation as an Agency?

Fast forward your brand with creative automation

- Offer a full service to your clients from **design services** to **brand management**

- Generate **new income options**

- Open up client budgets **for new campaigns**

- Make sure that your designs get i**mplemented on brand**

CHILI Power User - Fast forward your brand
with creative automation

Impact of creative automation for KAN

Impact of creative automation for KAN

Fast forward your brand with creative automation

- KAN started with creative automation and brand management **15 years ago**
- Today have our own creative automation branch within the company that we call **Brandtech**

- International clients and partnerships

- **CHILI Publish** has become one of our main expertise and we've grown with every newly released version

- Brandtech services currently generate **30%** of our company revenue

Questions?

SPICY TALKS
2022

Created by Thomas Brouns
Product owner custom projects