



01

Your Brand Is Generated Now. Who's Governing It?

The control room is running. The seat is empty.

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02

\$37B?

Enterprise AI spending in 2025. Applications (\$19B) + Infrastructure (\$18B).

**One bad template × AI scale =
thousands of violations by lunch.**

Source: Menlo Ventures State of Gen AI 2025

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03

The Copy Is Perfect.
The Image Violates Your License.
This is the new brand risk.

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04

What AI Actually Pulled:

- 2022 product photo (discontinued)
- European creative (US market)
- Missing FINRA disclaimer

Your DAM had all of it. AI didn't know better.

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05

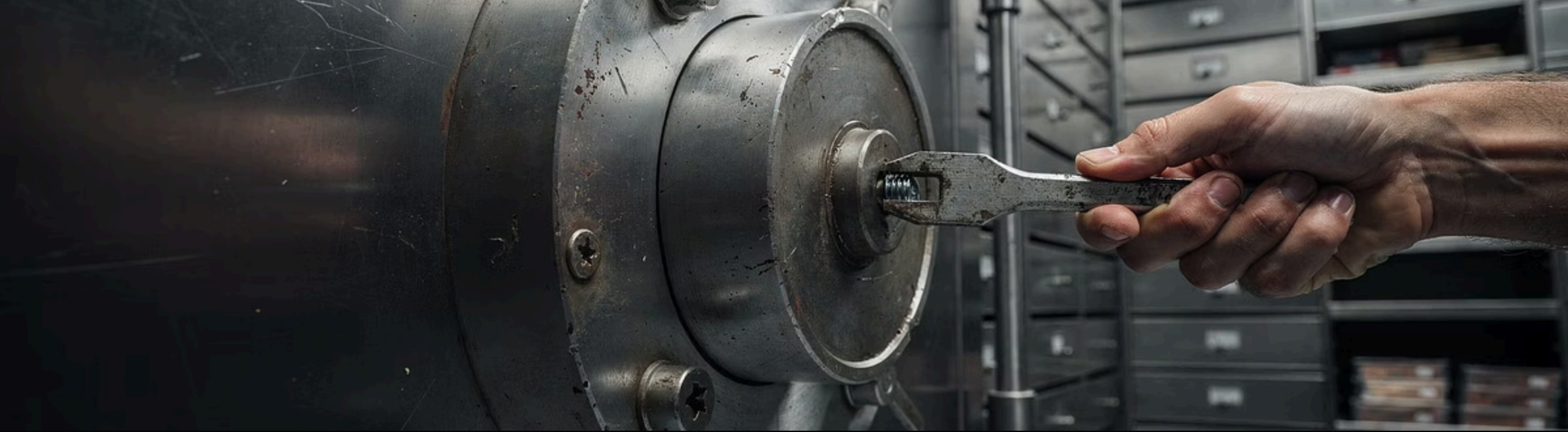
You Built Everything Right.

- ✓ 150-page brand guidelines
- ✓ Enterprise DAM (\$2M investment)
- ✓ 5-stage approval workflow
- ✓ Legal review process

None of it runs at generation time.

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06

Your DAM Isn't Broken.

It Just Wasn't Built for This.

Storage $\neq$ Policy

When AI queries your DAM, accessibility becomes permission.

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07

FINRA's 2025 Warning: "Firms Using GenAI Must Govern It With Same Diligence as Registered Reps."

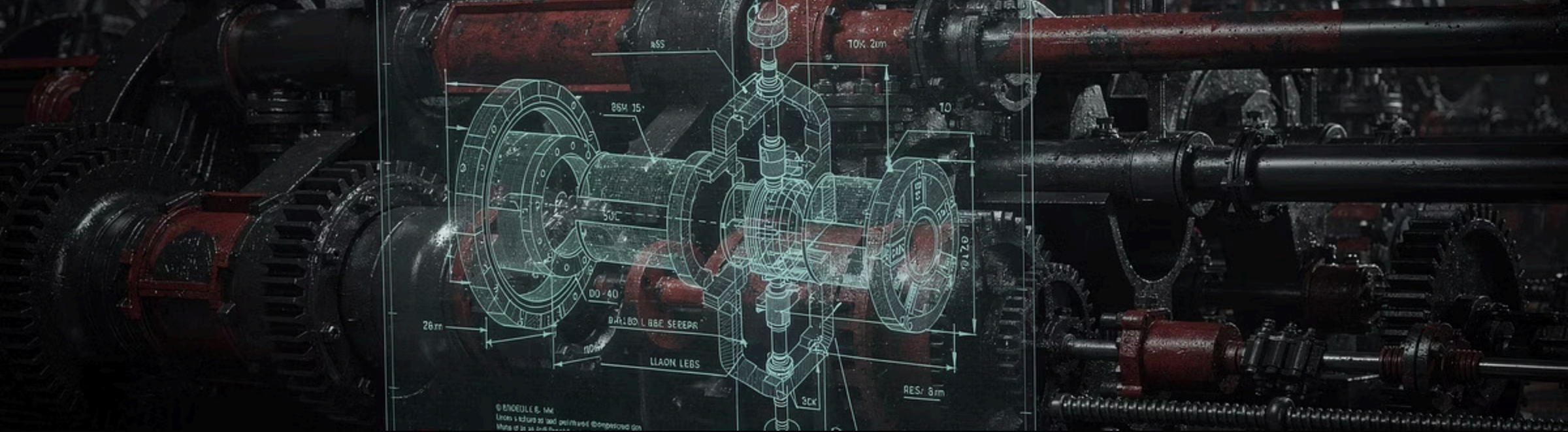
AI algorithms now part of supervisory chain, subject to examination.

Gen AI tools = part of your compliance chain. Examined as such.

Source: FINRA Annual Regulatory Oversight Report, January 2025

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08

"Maintain a Confident Yet Approachable Tone"
Beautiful guidance. Unreadable by machines.
AI doesn't interpret. It executes. It needs rules, not poetry.

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09

Executable Brand = AI Can Only:

- See approved assets
- Use current versions
- Apply legal claims
- Respect market rules

**Not because you asked. Because
you built it that way.**

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10

78% Use AI. 31% Reached Production.

Production doubled from 2024. But 60% expect under 50% ROI.

**The gap isn't capability. It's
governance architecture.**

Sources: ISG State of Enterprise AI Adoption Sept 2025, Domino
Data Lab REVelate 2025

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No Platform Solves This Alone

Adobe AEM Strength: Enterprise content orchestration, Adobe Creative Cloud integration Investment: \$500K+ implementation, 12-18 months Best for: Fortune 500 with Adobe ecosystem
Bynder Strength: AI compliance scanning, faster deployment (3-6 months) Investment: Mid-market pricing, custom enforcement development needed Best for: Global brands scaling fast
Aprimo Strength: DAM + Marketing Resource Management unified Investment: Heavy change management, steep learning curve Best for: Complex matrix organizations
Frontify Strength: Beautiful brand portals, high creative adoption Investment: Lower cost, modern UX Best for: Design-led teams (limited compliance enforcement)

Platform = 20% of solution. Integration + policy layer = 80%.

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Why Every Pilot Fails:

- "DAM = storage mindset"
- "Rules in PDFs, not code"
- "Human review at AI speed"
- "Launch before architecture"

Not a tech problem. A system design problem.

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- **1 journey (email renewal flow)**
- **1 channel (proven risk zone)**
- **1 rule set (regulatory + brand)**

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09A

How Machines Understand Your Brand

Brand Ontology = Structured knowledge graph defining:

- Brand entities (logos, colors, fonts, claims)
- Relationships (approved pairings, hierarchies)
- Rules (usage constraints, market restrictions)
- Context (channels, audiences, compliance zones)

Your guidelines become a queryable database, not a PDF.

When AI generates content:

- Queries ontology for market rules
- Checks asset approval status
- Validates compliance requirements
- Blocks violations before generation

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AI Didn't Break Your Brand.

It Revealed It Was Never a System.

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