




 **tenovos**

The Art of Reusing Content

A Creative Lookbook



The **Pareto** principle for creative production states that for much of your work—digital asset management, creative workflows, and marketing processes—20% of your efforts yield 80% of your content success.

The work of creative teams feels unceasing. An endless torrent of ideation, creation, iteration, implementation, organization—what if you could **do more with less?**

That's the beauty of the [Pareto principle](#)—20% of your efforts actually earn 80% of your success. It sounds too good to be true—a natural phenomenon that gives your creative teams the freedom to focus your efforts on doing more of what works, instead of continually creating something new. But it works. Content reuse is the way to take the best of your assets and breathe new life into them, publish them to multiple platforms effectively, and extend their creative lifecycle.

This lookbook is a compilation of creative content reuse, artfully displayed to inspire you to review your own digital asset management system (DAM) and see your existing content with fresh eyes. Some are theoretical—what we think these brands could do to reuse and expand the life of assets they've given the world. And some are examples of content reuse in action across media juggernauts, retail savants, and lifestyle brands like ZARA International, The Walt Disney Corporation, and Target.

In either case, grab a warm beverage, lounge in a comfy chair, and flip through this virtual lookbook for a peek into the beauty and efficiency of reusing content.

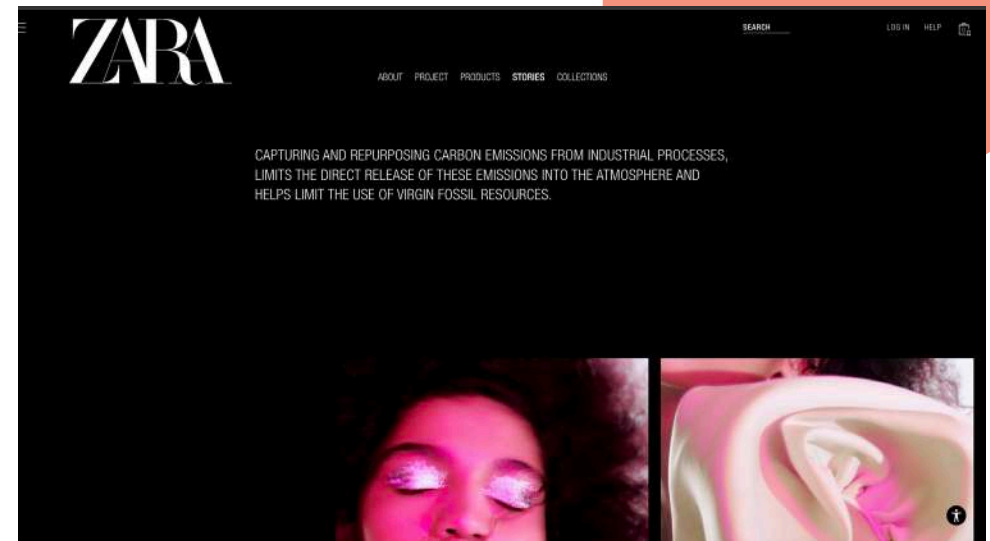
Every example represents a team reusing their creative efforts to yield more meaningful and effective results.

ZARA International

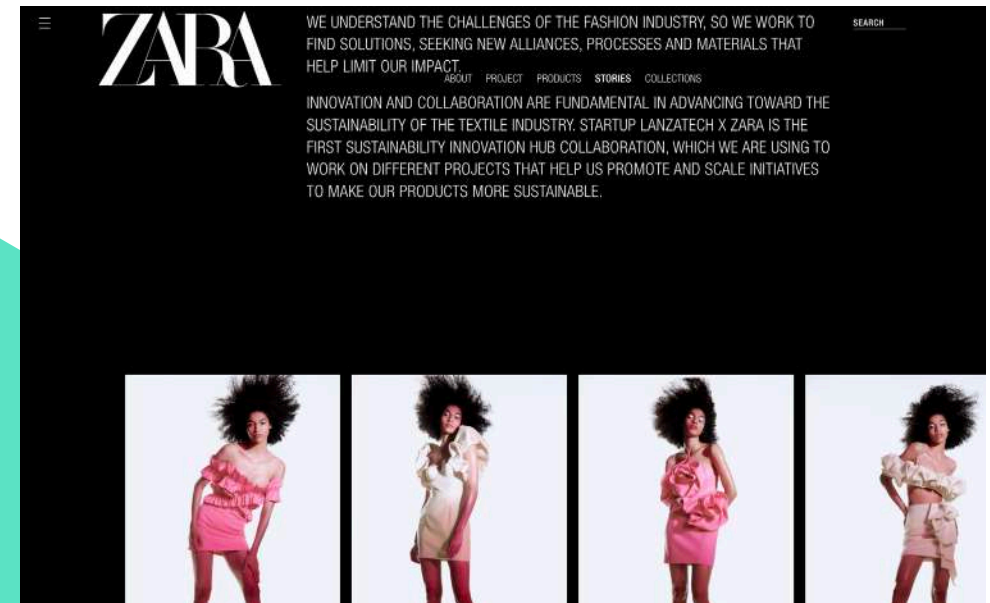
Show your audience your values

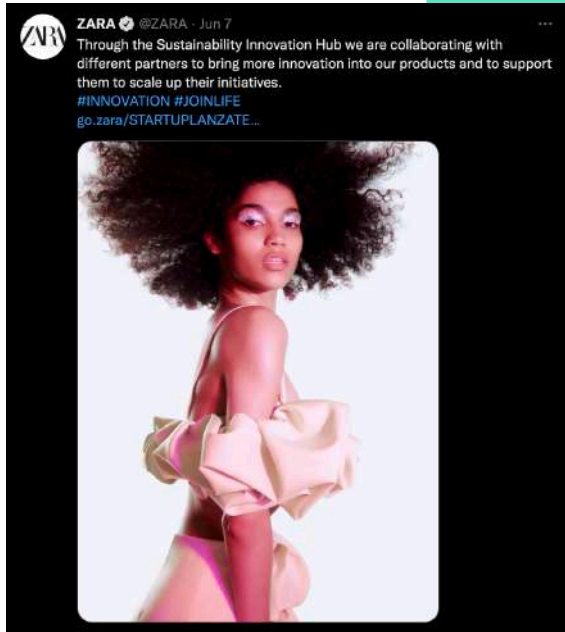
ZARA launched their venture with LanzaTech, Inc. which develops a carbon capture technology that converts emissions into ethanol to produce new materials.

But it's not just carbon reuse that makes this campaign evocative—it's ZARA's creative content reuse.

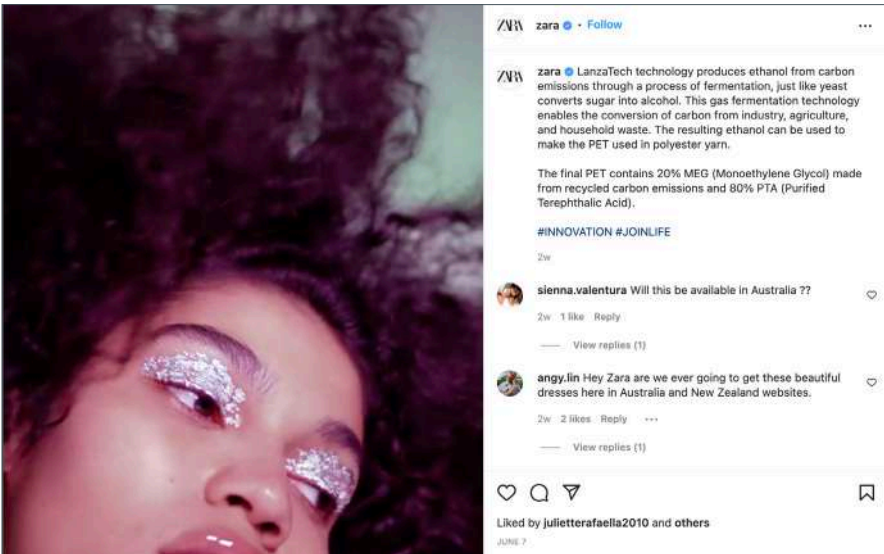


Scroll through the future of carbon capture, fashion, and content on [Zara's website](#)





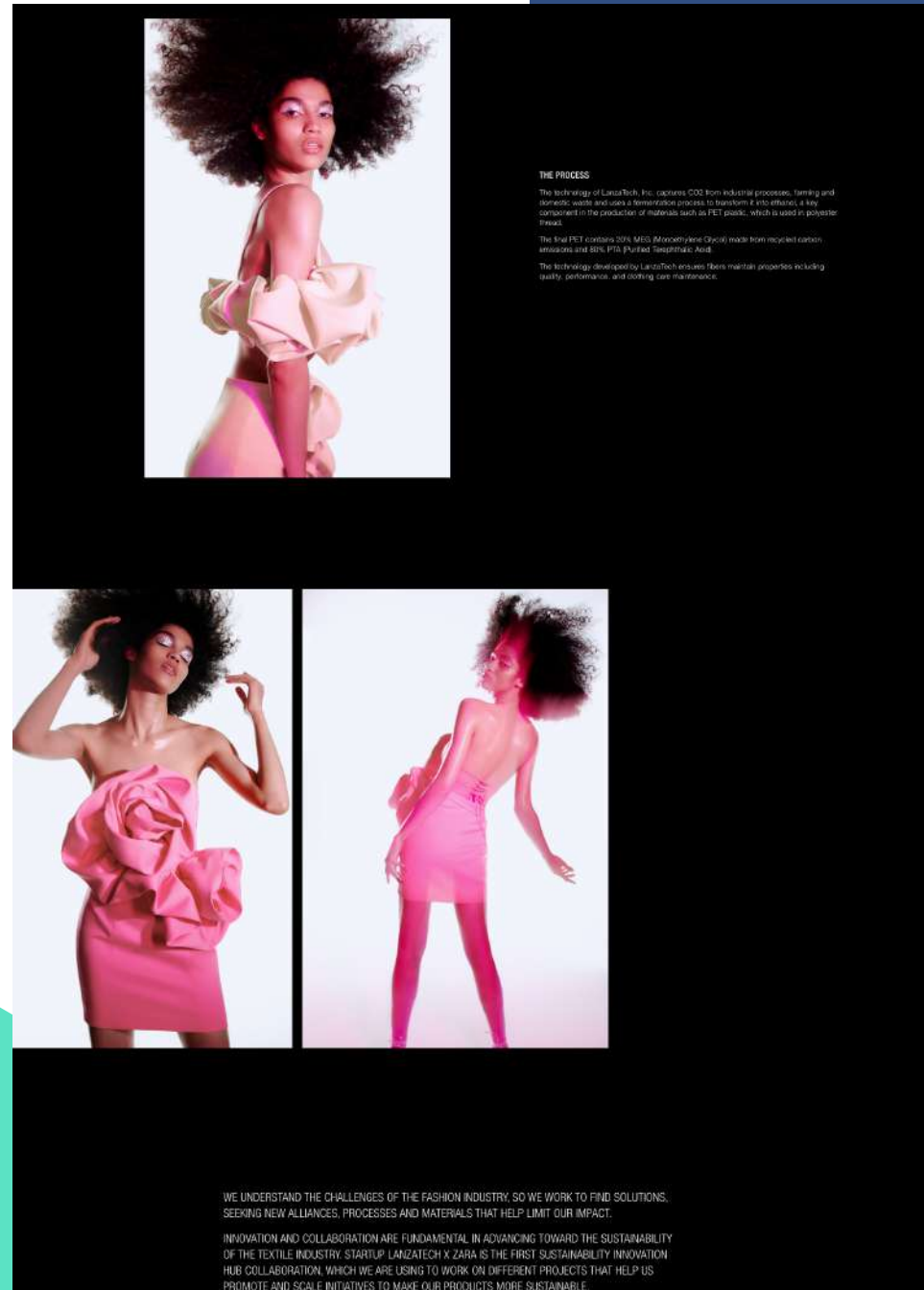
Artful reuse of the video shoot by pulling still images and publishing across Twitter and Instagram



ZARA's launch of this sustainability collaboration is anchored by a video of a lavishly pink photoshoot. What started as one video in the hands of their creative team has morphed into several assets across multiple channels—from still images originating from the video on Instagram, to clips and artfully constructed copy on Twitter. Not to mention the opportunity to endlessly reuse these assets for product marketing of all clothing and accessories within them.

To go further, the ZARA team could reuse the assets from this campaign for a splash screen that welcomes visitors to the ZARA app—expanding the eyes on this promotional push and garnering excitement around their sustainability efforts.

This campaign could easily be integrated into a sustainability-focused media kit and sent to publications and journalists to raise awareness of ZARA’s values as a retail brand, all by reusing assets that already exist.



THE PROCESS

The technology of Lanzatech, Inc. captures CO2 from industrial processes, farming and domestic waste and uses a fermentation process to transform it into ethanol, a key component in the production of materials such as PCT powder, which is used in polyester fabric.

The final PCT contains 30% MEG (Monoethylene Glycol) made from recycled carbon emissions and 50% PTA (Purified Terephthalic Acid).

The technology developed by Lanzatech ensures fibers maintain properties including quality, performance, and drying care maintenance.

WE UNDERSTAND THE CHALLENGES OF THE FASHION INDUSTRY, SO WE WORK TO FIND SOLUTIONS, SEEKING NEW ALLIANCES, PROCESSES AND MATERIALS THAT HELP LIMIT OUR IMPACT.

INNOVATION AND COLLABORATION ARE FUNDAMENTAL IN ADVANCING TOWARD THE SUSTAINABILITY OF THE TEXTILE INDUSTRY. STARTUP LANZATECH X ZARA IS THE FIRST SUSTAINABILITY INNOVATION HUB COLLABORATION, WHICH WE ARE USING TO WORK ON DIFFERENT PROJECTS THAT HELP US PROMOTE AND SCALE INITIATIVES TO MAKE OUR PRODUCTS MORE SUSTAINABLE.

Netflix

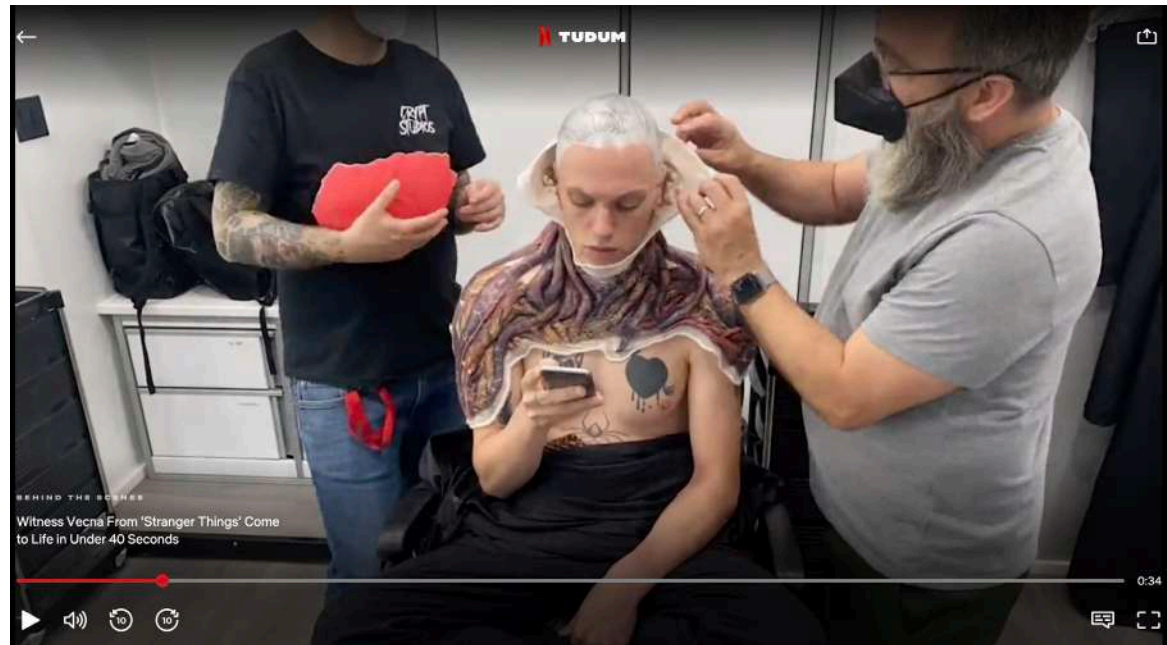
Harness the power of the local

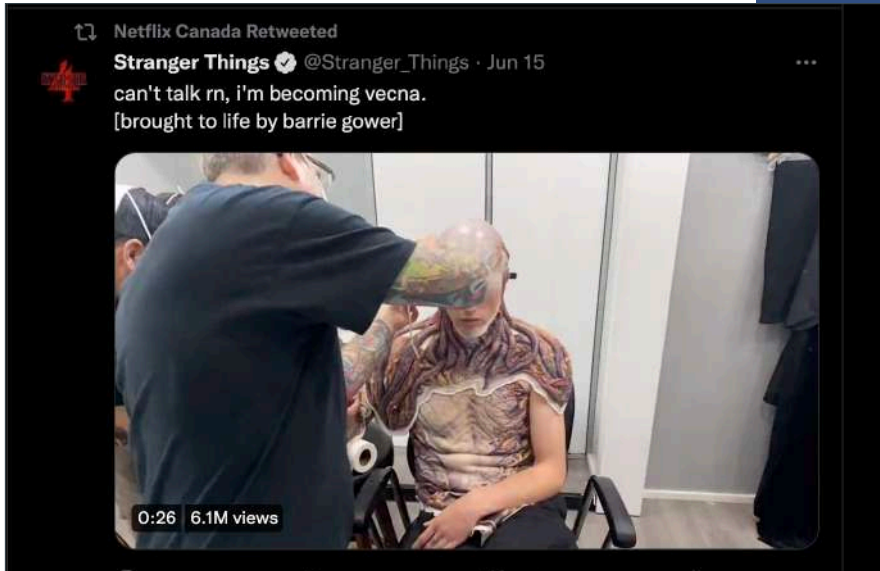
Netflix has learned to lean into the hype and internet culture that permeates the release of their original series and movies. By producing engaging “making-of” content during production, they’ve managed to create dedicated fandoms around their content. The lesson? Your audience wants to see how the sausage is made.

Why aren’t you showing them?

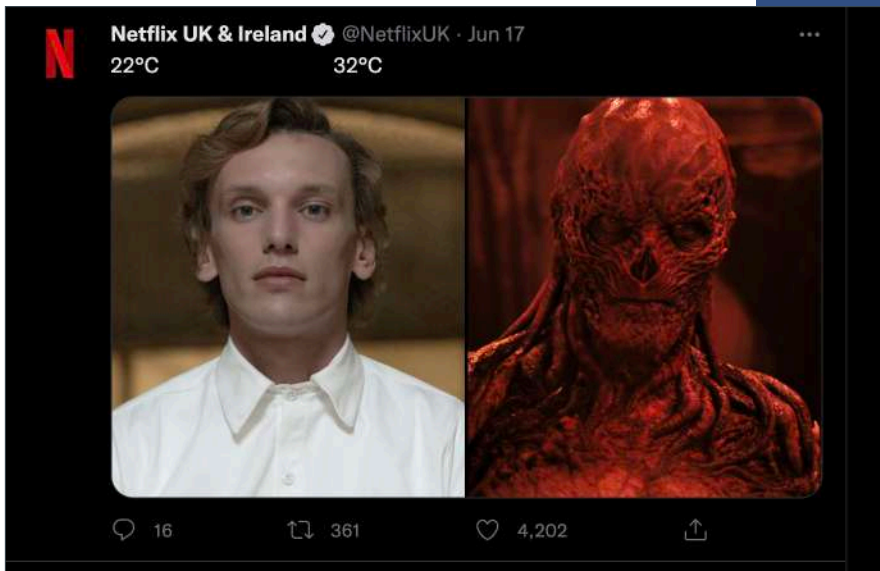
Netflix knows its audiences—The global media empire has an unthinkable number of geographically specific and interest-based channels on platforms like Twitter and TikTok. With content performance data in their DAM, they can understand how their assets are shared across their channels, which assets their audiences are responding to, and which ones are ripe for reuse.

Netflix’s [TUDUM](#) website hosts behind-the-scenes footage. Stills were reused on Netflix’s accounts to viral success.





Keeping the memes rolling from the US and Canada to India and Ireland



When it comes to reuse, Netflix's creative team knows how to take behind-the-scenes video and leverage that asset across their geographically-specific social media channels.

They posted a selection of screencaps from a video asset and propelled that content into virality by reposting it across their highly engaged global micro-communities. Each audience saw a similar piece of content but perceived it as hyper-localized and personal to them. It's absolutely genius—an entertaining way to expand the life of your content and keep your global audience engaged.

To get their global creative teams on the same page, Netflix could use their DAM to disseminate an internal 'media kit' for their regional social teams around the world.

Meme /mēm/ noun

An element of a culture that is passed from one individual to another by non-genetic means, especially imitation.

A humorous image, video, piece of text, etc., that is copied (often with slight variations) and spread rapidly by internet users.

H&M USA

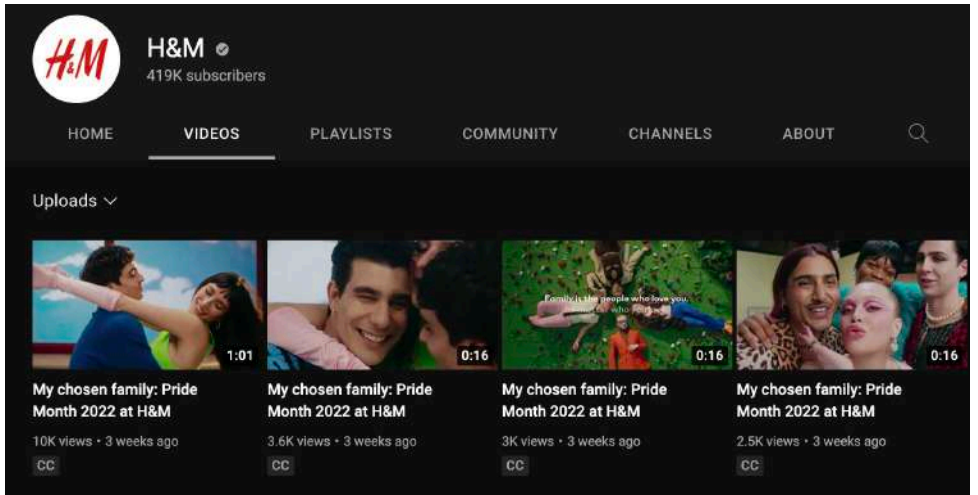
Think ahead and save yourself the work

H&M’s chosen family campaign highlighted LGBTQIA+ folks who intentionally support and love one another through thick and thin. Their creative team harnessed the power of that unconditional love into a 60-second video that encompassed the unique qualities of three chosen families—the Dreamers, the Angels, and Lola & Los Javis.

The one-minute video shoot has been clipped into four 16-second spots, product images, social media video, and more. If you’re looking to copy this campaign’s range, ask yourself: When was the last time you looked in your DAM to gain inspiration from your previous campaigns?



Clothing and culture on display as H&M reuses video stills for [Twitter](#)



Out of one comes many—dividing one video asset to create consumable short videos on [YouTube](#)

Did you end up needing last-minute thumbnails for a Spotify playlist? Vertical versions of photos for Facebook? Have you created templates for regional teams to personalize their content over approved images? Carefully documenting everything you might need (or have needed in the past) saves you the rush of reshoots, endless design requests, or attempts at reuse without the assets you need. Use that reflection to inform your next brief so your teams can create one incredible shoot, one edit, and be done.

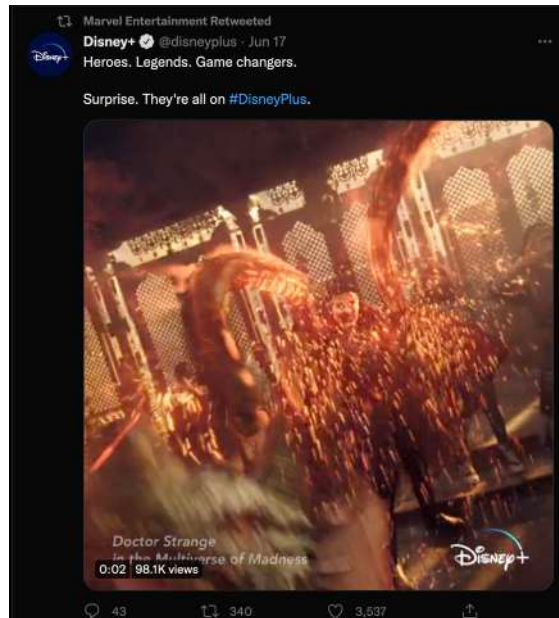
H&M's creative teams were thoughtful for this shoot, especially when it came to reusing product imagery. This campaign was a subtle mix of Pride support and high-concept fashion. A campaign that H&M easily repurposed for product content on Instagram. Because of the creativity and opportunity for reuse, the assets from this campaign could easily be reused beyond Pride month.



[MY CHOSEN FAMILY](#) is hosted on H&M website and features all three families decked out in the latest H&M attire



Masterfully repurposed assets from their video shoot for product, Pride, and promotion on [Instagram](#)



Heroes aren't born, they're made of clips from various media properties—[Twitter](#)



The Walt Disney Company

Take advantage of your DAM's features

Now that their brands include Marvel, Star Wars, Disney Animation, and Pixar, it's no wonder The Walt Disney Company reuses and resurfaces content to bolster their marketing efforts. They created video compilations of various media properties to show the wide swath of content available on their streaming platform Disney+.

Because of their access to incredibly diverse content, these assets are endlessly reusable and shareable across their brand channels. And if you had a treasure trove of incredible media, wouldn't you?

Rights, permissions, and security are your DAM's best friend. As you reuse content, ensure your assets are tagged accordingly. **No need to post spoilers from Episode 9 of Kenobi when Episode 3 has only just been released!**

But with all this content, how can they go even further? If you also have a ton of legacy content you're wracking your brain to reuse, consider storing your strongest performing creative in a "future nostalgia" advertising collection in your DAM. The next time a Star Wars series comes out, or you have an anniversary to celebrate, all your best content is ready to use.

Templatizing all your ads is also a great way to codify content reuse. Creating dynamic ad templates can help your team create, recreate, and publish ads quickly, all without leaving your DAM. This is also a perfect time to ensure your assets are sized and labeled carefully—no one wants to think about all the devices your content is viewed on. It's almost impossible to count them all. Consider a DAM with dynamic sizing controls for even easier reuse.



Target

Be a content collector

In 2021, Target made a promise—They'd spend \$2 billion with Black-owned businesses by 2025 and use the full impact of their company's size, scale, and resources to create economic opportunity for Black business owners.

Their retrospective—which is hosted on their main corporate blog—features a colorful infographic of the current results of that promise.

Target's creative teams reused images from their retail partners to create engaging [infographics](#)

Supporting startups and suppliers

50%
Increase in our investments with Black-owned companies and suppliers — including marketing agencies, construction companies, facilities maintenance and more, since 2020.

“ Our partnership with Target allows us to continue investing in the Twin Cities and across the great state of Minnesota. Like World Wide Technology, Target is committed to fostering an environment of diversity, equity and inclusion. That message is reinforced by our investment in the communities we serve. WWT looks forward to strengthening our work with Target as we carry out our commitment, 'To Make A New World Happen.' ”
— DAVID STEWARD, FOUNDER AND CHAIRMAN, WORLD WIDE TECHNOLOGY

“ The partnership with Target has allowed us to grow internally as a company and externally as a business. It has provided us the opportunities to get other minority individuals and businesses involved in the construction industry. Working with Target has given us the opportunity to expand our knowledge on how to do business with a national brand at a national level. ”
— TOM HARMON, CEO, TAYLOR BROS. CONSTRUCTION

30+
Black entrepreneurs supported through Forward Founders.

2,000+
The number of underrepresented entrepreneurs that have had access to free resources through Target's virtual Forward Founders program.

2+
Number of Forward Founders classes we'll support by the end of 2022.

Check out [Scotch Porter >](#)

Check out more from [ROSEN >](#)

— CALVIN QUALLIS, FOUNDER, SCOTCH PORTER, AND FORWARD FOUNDERS MENTOR

— JAMIKA MARTIN, FOUNDER, ROSEN SKINCARE, AND FORWARD FOUNDERS MENTOR

“ The role this program plays is to not only build up these companies by helping them scale, create jobs and deliver products for a diverse ... ”
[Read more >](#)

This post was a perfect content reuse project that could have easily resulted in hours of creative labor—all avoided by reusing product images and headshots from Target’s retail partners. When creating infographics and retrospectives, it’s likely you already have all the product assets you need, especially when working collaboratively in a DAM with your retail partners, agencies, and designers. Target’s creative team kept their reuse fresh by adding voice clips from each business owner, adding a personalized flair to the infographic medium.

Target would do well to share these headshots, product images, and voice files on their social channels. Some platforms like Twitter allow for voice-only content—perfect for this campaign. To make that process easier, updating the rights and rules in their DAM would ensure these assets disappear from searches and their channels once this retrospective is out of date.

Bringing more brands to Target

Check out **Be Rooted** >

100+
Black-owned brands now available at Target across every major category.

65%
Increase in Black-owned beauty brands at Target over the past year. (Target leads the industry in this space, and we're not slowing down.)

— JASMIN FOSTER, FOUNDER, BE ROOTED, AND FORWARD FOUNDERS ALUMNI

Check out **The Zee Files** >

50
Number of Black-owned brands that will be in Target's food and beverage assortment by the end of 2022.

— TINA WELLS, AUTHOR, THE ZEE FILES

200+
Number of books from Black authors added to our assortment over the last year.

Ready for action

A word on your digital asset management system

Content reuse can be beautiful, creative, and refreshing. But how do you manage it? Digital asset management systems should be in place to support your creative teams as they venture into reusing content. Here are three things to make the process go smoother:

Manage your tagging and metadata

Apply rules to automatically tag content as it moves through a 'reuse' workflow. If you know a piece of content has the potential for reuse, ensure that tag is applied when it's uploaded into the DAM. In most DAMs you can set assets to be tagged automatically with file properties, content, and embedded data when it's uploaded or re-uploaded.

More innovative DAMs use machine learning to automatically scan video and image assets and assign tags related to the products, people, and objects within your videos and images. This will make it easier to keep reused videos and images organized. Supplement that metadata by integrating your product information management (PIM) system to make your assets easier to find.

Published on



Winter Collection

Model Agency

Canada

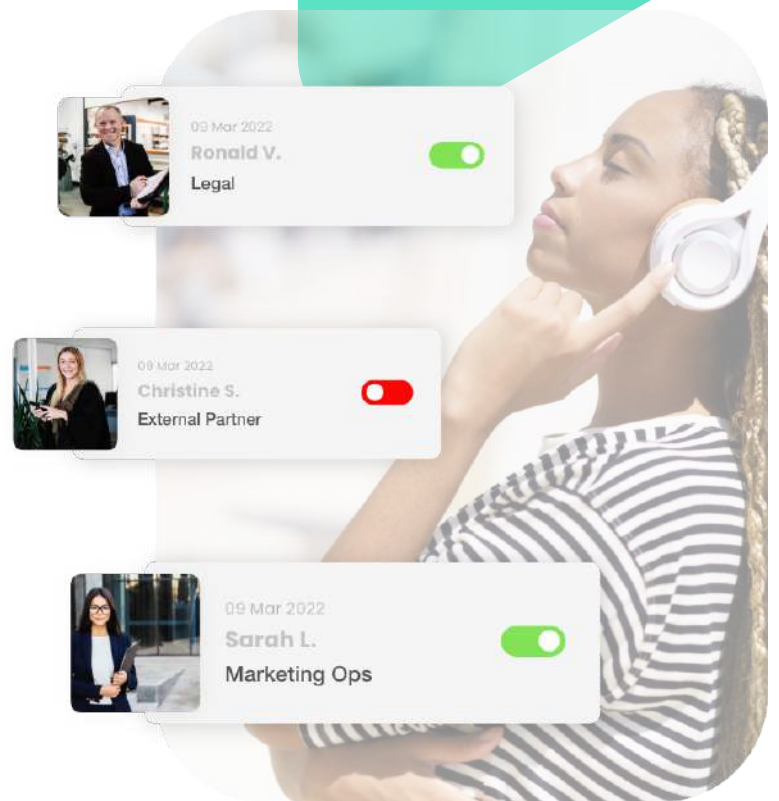
Valid License



Customize your asset rights and security

As you integrate content reuse into your marketing strategy, managing rights and licensing of your assets will be vital. Why risk wasting money on blanket licenses or getting into legal troubles for using something you shouldn't? With a bit of foresight and campaign planning, you can ensure you clear the rights for the markets and use cases you'll reuse assets for. And if you have built-in rights management in your DAM (like [Tenovos](#)), you can easily see the nature of licensing agreements and historical records—allowing you to respond quickly to reuse opportunities or rescind any expired content.

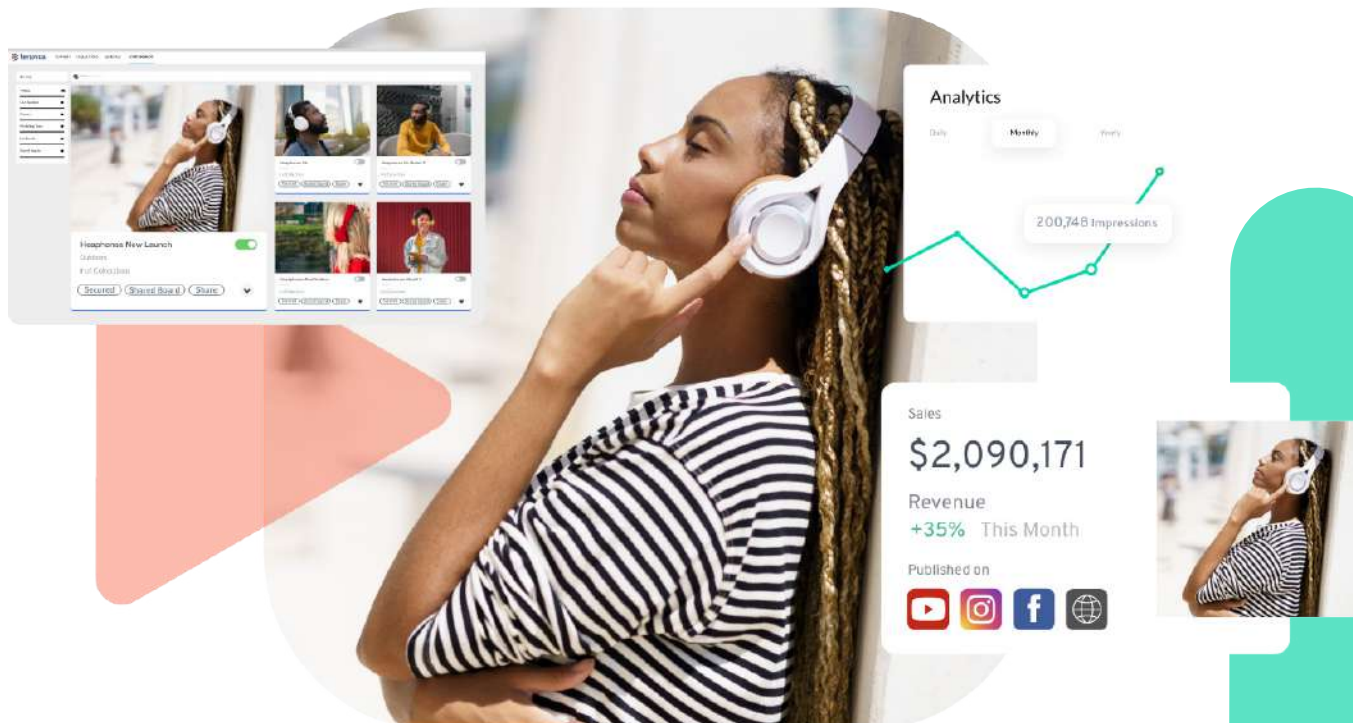
As for security, in all DAM you can edit access to content based on campaigns, teams, brands, geographies, and more—who needs to access content as it travels through a content reuse workflow? Is there a limit to how many times you can reuse a particular asset until it should be archived? Explore your DAM security options and notifications—you may be able to receive alerts if licenses are about to expire, or if someone inadvertently shares content that wasn't meant to be published.



Invest in asset performance and analytics

How do you know if an asset is worth reusing? The answer is performance data. Consider connecting your data applications and repositories with your DAM to measure and maintain your asset data. Many DAMs have integrations with creative suites, product information management systems (PIMs), content delivery networks (CDNs), and content management systems (CMSs).

Explore how your DAM tracks asset and campaign performance to measure the impact on conversion and revenue. If that isn't something your DAM currently does, [we do](#). Collect real-time insights into how your content is being used and who is using it. Take advantage of successful campaigns and reduce your creative team's workload by putting them to reuse.





Find solace in the 80/20 rule

With a bit of creativity, masterful content reuse is possible—tap into the effectiveness of 20% of your content to focus your efforts and repeat your successes. If brands like Disney and H&M can improve their content reuse, there's hope for your creative teams to reach into your DAM and find the possibilities within.

Don't underestimate the power of your DAM to support your creative teams as they venture into reusing content. Collect real-time insights into how your content is being used. Expand your tagging schema to prioritize reuse and expand the life of your content. You'll never regret saving time by taking full advantage of your creative.

[Learn More About Tenovos](#)