

Case Study

Brand Guardian

How a global food company maintains brand consistency across thousands of assets



The Client Profile

Lingaro partnered with a Global Confectionary and Food Company on a strategic initiative to safeguard its corporate identity and to maintain its brand integrity.

Challenge

As digital channels grow and the demand for hyper-personalized content increases, brands must innovate to maintain a consistent identity. With multiple agencies and local teams working without unified governance, content is often published across internal and external channels with little control; putting brand integrity at risk.

The company used AI to automate the assessment of creative assets across these channels, shifting from manual reviews to intelligent, scalable compliance.

The client faced three execution challenges:

- **Limited audit coverage:** The traditional manual audit process was only capable of reviewing 1% of brand assets yearly, leaving the vast majority of published content unmonitored.
- **Inefficient manual workflows:** Relying on human effort to review thousands of images and videos proved to be slow, costly, and unreliable.
- **Brand integrity risks:** The lack of comprehensive oversight resulted in the uncontrolled publishing of non-compliant brand content online, which diluted the quality of the corporate brand image.



Solution

What is Brand Guardian? Brand Guardian is an AI-powered automation platform that safeguards corporate identity in real time by scanning published creative content across internal and external channels. It empowers the brand team with rapid, automated compliance assessments, significantly improving audit coverage and ensuring a consistent brand experience without the need for manual review of thousands of assets.

Why it performs well:

- **Design:** The platform features a user-friendly, intuitive dashboard designed for compliance oversight. It provides clear insights, call-to-actions, and detailed statistics by market and platform, while allowing for manual overrides and "red-flag" notifications for content needing urgent attention.
- **Domain:** The solution combines food-industry expertise with strong creative and brand-governance knowledge. It uses a coordinated suite of AI models dedicated to checking logotype fonts, colors, and placement; detecting objects, people, and product use; assessing the tone of voice of posts; and evaluating DEI and fairness indicators to flag potential stereotypes. These models enforce strict brand standards and monitor corporate assets across major external channels like Instagram, LinkedIn, Facebook, and Twitter.
- **Adoption:** Brand Guardian was designed for ongoing, everyday use with a simple UX/UI to ensure ease of access. To drive engagement, the launch was supported by a short announcement video clearly explaining the "what, why, and how" to associates, fostering immediate awareness and understanding of the tool's value in maintaining brand excellence.

The client teamed with Lingaro **to equip brands with automated, AI-powered oversight of corporate assets** both internally and externally.

The aim was to **scale Brand Guardian into an intelligent compliance platform** for high-volume content auditing, real-time alerts, and consistent brand governance.



Impact

Lingaro was able to measure and attribute the value created by using Brand Guardian in automating brand compliance. After launching the tool, the Global Confectionary and Food Company regained control over the quality of their creative assets and saw significant quantitative improvements, enabling the team to shift away from slow and unreliable manual reviews to a data-driven approach. The platform integrated smoothly with internal websites and external social media channels, providing rapid insights that ensure a consistent and reliable corporate brand experience.

The company improved core capabilities, including:

- Automated visual compliance scanning
- Consistent brand experience across channels
- Enhanced oversight with urgent "red-flag" alerts

+30x

Faster Reactivity

+1,400%

Gain in Audit Efficiency

20%+

Increase in Asset
Compliance



"Brand Guardian helps customers deliver excellence using AI and rigorous brand guidelines."

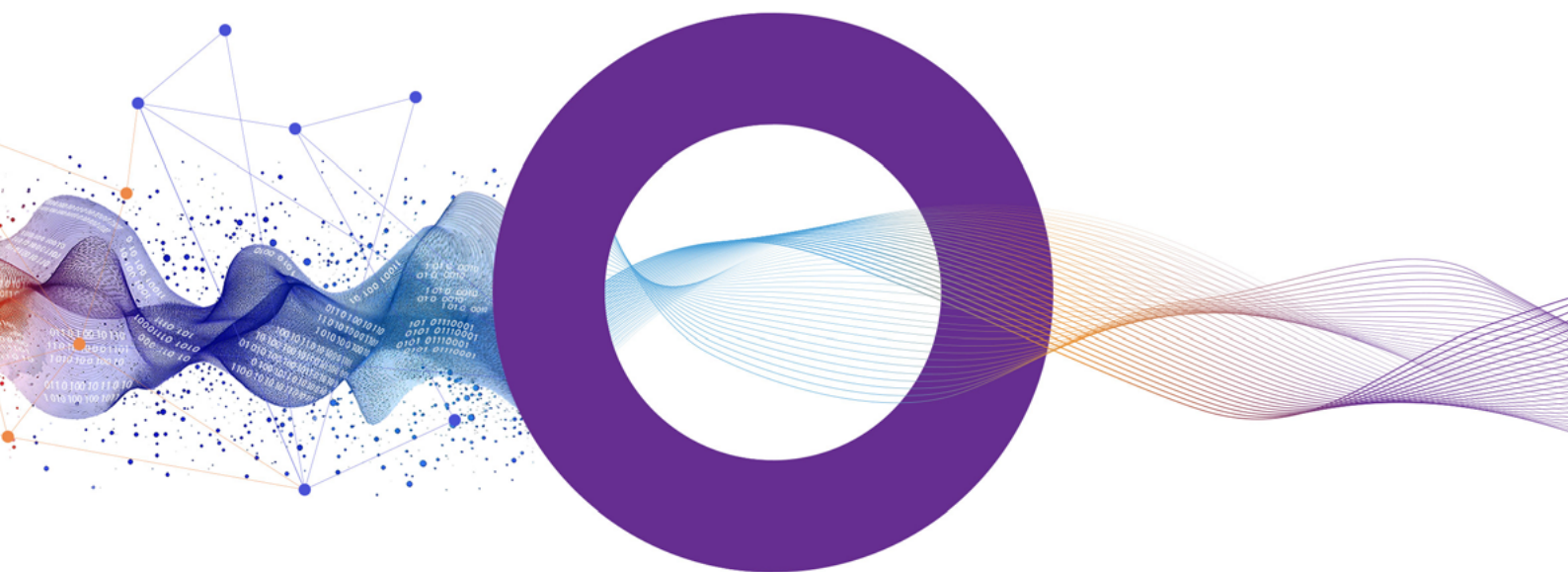
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Discover how AI-powered content auditing safeguards corporate identity, improves audit efficiency, and ensures a consistent brand experience across digital channels.

Fill out the form to schedule a discovery call with Lingaro's brand compliance and AI automation experts.

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