

FREQUENTLY ASKED QUESTION'S

January 2020

WHAT IS SPOTLIGHT DAM?

Single Point of Truth for digital assets such as pictures, recipes images and more vs. Agency control, assets on personal laptops and duplicate costs for the same asset. DAM stands for Digital Asset Management.

HOW CAN I ACCESS IT?

You can access Spotlight DAM via the info page, click [here](#). We recommend you use Google Chrome.

UPLOAD & PUBLISHING OF ASSETS

WHAT IS THE PROCESS FOR UPLOADING ASSETS?

There are a few ways assets get uploaded into Spotlight DAM:

- 1) Packaging images and artworks are provided by our Artwork & Prepress suppliers SGS, Flexicon and Shawk through automated interfaces.
- 2) Agencies provide their advertising and other content through an SFTP/S3 upload process, where they upload their assets to a folder, fill out a spreadsheet for the metadata and then ingest both into the DAM. They're then published once they've been reviewed and approved by the CGT.
- 3) Some Publishers (from MDLZ or Agencies) will be given the permissions to upload into our Spotlight Author application directly. This requires a specific training and is only limited to a set of power users.
- 4) Lastly, the Content Governance Team can upload assets which have been provided to them directly via email or ODB.

PUBLISHER ACCESS – WHAT DOES IT MEAN AND HOW DO I GET IT?

As a Publisher, you will be able to upload to and change content in the DAM directly, by using the Spotlight Author application, which requires a specific training. Please contact the Content Governance Team who will validate your needs and provide you with the next steps.

HOW SHOULD AGENCIES PROVIDE ASSETS TO SPOTLIGHT DAM?

Agencies should provide their advertising and other content through an SFTP/S3 process, where they upload their assets to a folder, fill out a spreadsheet for the metadata and then ingest both into the DAM through the Agency ingestion from S3 portal.

CONTENT

WHERE CAN I FIND OLD OR HISTORICAL ASSETS?

These assets are archived and stored in the Digital Asset Archive, with the Status 'Archived'. Archived Assets cannot be downloaded directly but need to be requested from the Content Governance Team. The Digital Asset Archive is accessible from the home page of the DAM or from 'Useful links' on the Brand overview page.

HOW DO ASSETS GET ARCHIVED?

We have different automated archiving processes in place depending on the asset type:

- ▶ 'Advertising' content, Catalogues, Corporate images, Logos and POS & Trade Material are archived after 12 months, based on the asset creation date
- ▶ Guidelines, Product and Lifestyle Images and Packaging images and artworks with no PDK are archived after 3 years, based on the asset creation date
- ▶ Packaging images and artworks which are related to a Product (via PDK) are archived if the PDK is archived in PIM

Apart from these automated processes, an asset can also be archived by the request of a user by clicking on 'Request Archiving' on the Asset detail page.

WHAT'S THE BEST WAY TO SEARCH FOR AN ASSET?

Enter a search term into the search – all metadata will be searched. However, the search will look for complete terms, so it will not find 'Cracker' if the metadata contain 'Crackers'. To be sure to get all results, use the wildcard *, so search for Cracker*. Also, when searching for a number like the GTIN, use *12345 in order to find numbers with leading zeros, 0012345 in this example. Select additional filters and apply them to reduce your result set.

When you search for packaging material assets and filter for the countries, please be aware that you may see multiple countries which is due to the country of sale assigned to the product in SAP.

HOW DO I SEARCH FOR ECOMMERCE (HERO) IMAGES?

Hero images are packaging images which are tagged with the pack shot orientation view 'Hero mobile'. In order to find them please first tick the box 'Display all packaging image views' at the top of the filter section and apply the filter. Then just search for hero in the search bar.

HOW DO I SEARCH FOR OTHER PACK SHOT VIEWS?

For packaging images, by default only 'front' views are shown. If you want to see other packshot orientation views like hero image, nutrition panel or barcodes, please tick the box 'Display all packaging image views' at the top of the filter section and apply the filter. Then search for the names of other views, using * as a wildcard.

WHAT IS A PRODUCT DIGITAL KEY (PDK)?

The Product Digital Key is a unique identifier (reference number) of a product version. It relates the assets together in Spotlight DAM. The PDK is generated from a system called "PIM". PIM sends product data and images to customers and other syndicators like GS1.

The PDK number is automatically generated whenever there is a new product/specification. It is an important attribute to help uniquely identify images when we share them with our Customers and Retailers. Packaging images need to be associated with the specific product version so that the images show the same details as the product data.

WHERE CAN I FIND THE ASSOCIATED EAN/GTIN/BARCODES, SKU CODE AND PDK?

A PDK catalogue is available on the Spotlight Info page, click [here](#) to access it directly. You'll be able to view a report which we publish regularly, showing the associated GTIN/EAN/Barcode, SKU code and product digital key (PDK). This report can be leveraged to find the associated identification number(s).

HOW SHOULD I BEST SEARCH FOR AN ASSET MIGRATED FROM SGS VAULT (SGS PACKAGING ARTWORK - NORTH AMERICA)?

For all North America SGS Vault packaging artworks, you can allocate and download all existing assets in Digital Asset Library by following the Folder Path under the 'Data Source' field. This can be done in 5 steps:

- 1) Search for one relevant artwork file, eg.by searching for the resource code.
- 2) Under Data Source, you will find the Vault folder path where this asset has been stored. Copy the path.
- 3) Go back to main page and search for this path. For each asset in the result set click on Add to Cart.
- 4) Open the "Cart" and click on "Download Cart".
- 5) Click on "Download" again and you will receive a zip file which includes all relevant files.

SOFTWARE

WHY HAVE WE CHOSEN ADOBE TO BE THE DAM SOFTWARE PROVIDER?

- Adobe is one of the Industry standard leaders, also recommended by Gartner
- AEM is part of the Adobe Ecosystem which has the potential to be leveraged further by our Marketing teams
- Our agency partners are familiar with Adobe suite of products which leads to higher usage
- Having Spotlight DAM Author (AEM) and DAM as two different frontends enables us to keep the standard user frontend very limited, so that you can only search/find and download, without being bothered with too much distraction on admin.

WILL THE SOFTWARE BE DEVELOPED FURTHER?

Yes, we are continuously working on optimizing the application. However, as we are using an Adobe Out-of-the-box solution, this cannot be fully customized to our needs.



CONTACT INFO

The [Content Governance Team \(CGT\)](#) are in place to support Spotlight DAM users, please reach out to them if you have any questions or queries.