



快乐素材云

User Manual

# 用户手册

For End User

终端用户

# 目录

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## How to open the system/怎么进入系统

1

Open via scanning the QR code from WeChat

使用微信扫描二维码打开此系统



2

Open via typing a URL from browser of Desktop PC or Mobile Phone <https://localdam.coca-cola.cn>

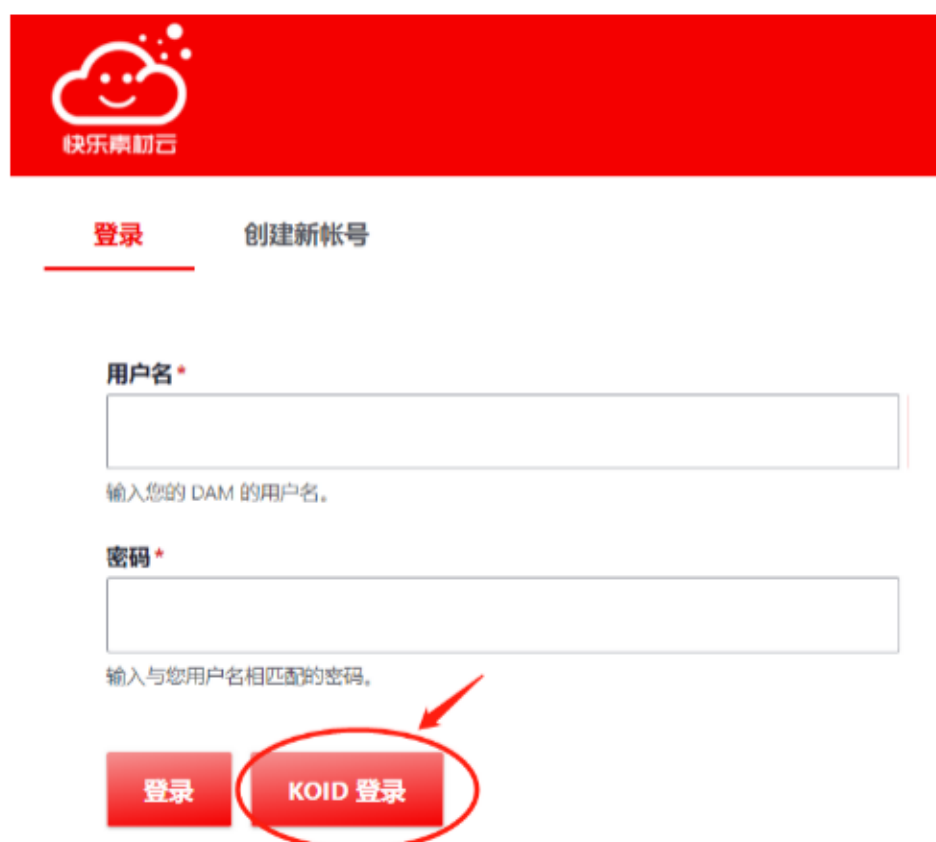
通过在手机端和PC端的浏览器输入网址  
“<https://localdam.coca-cola.cn>”访问系统



1

## KO Users /KO用户

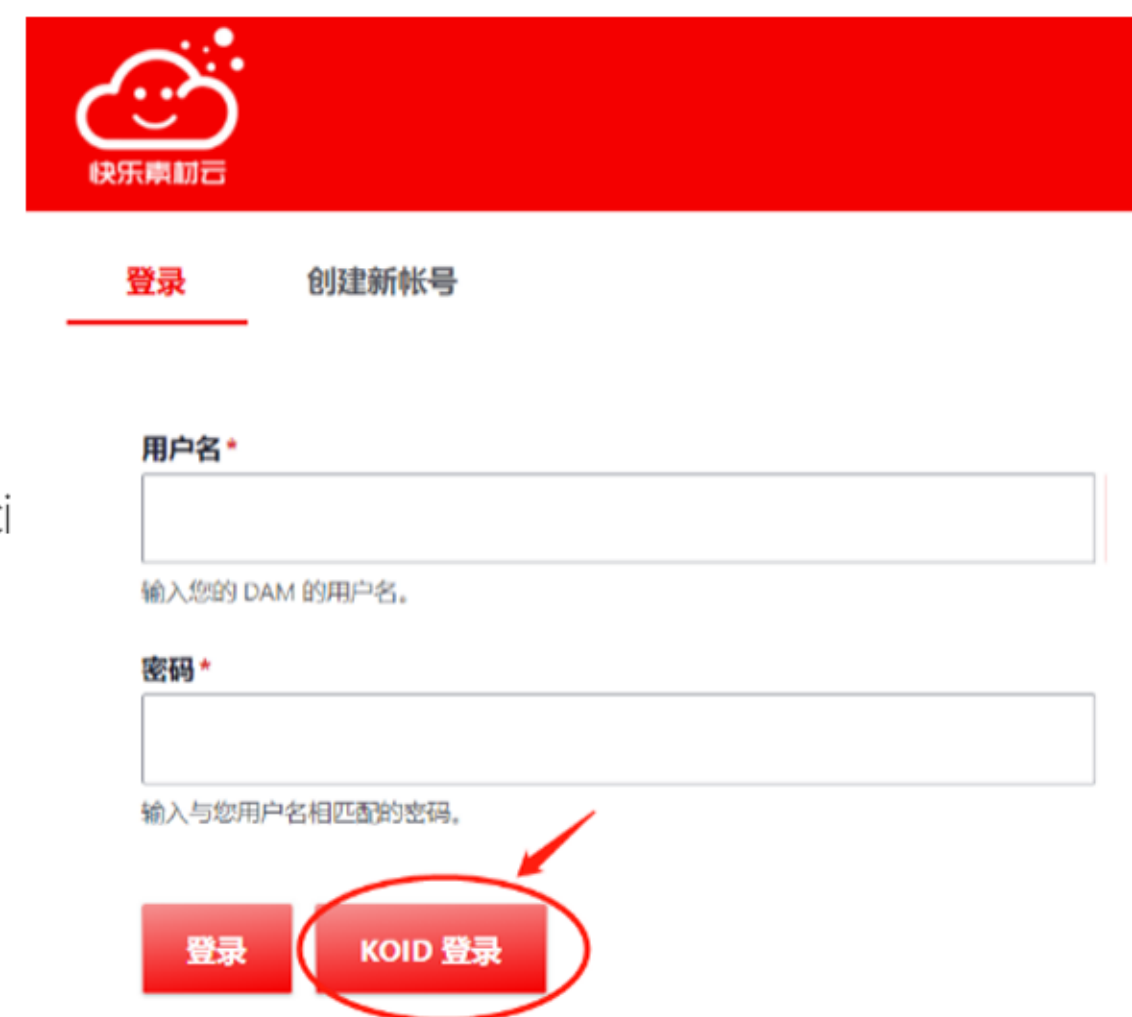
KO User doesn't need to register  
but to click the "KOID Login" button to login.  
KO用户不用注册，可直接点击登录界面的“KOID 登录”按钮登录。



2

## Agency user with KOID 有KOID的agency用户

- 1 Click the "KOID Login" button to login  
点击“KOID 登录”按钮登录
- 2 It will automatically register and return to Login page, and you will receive an email notification from the Support Team <TCCC-CHINA-DAM-SUPPORT@ciandt.com> after our internal approval process is done, and then you can login.  
登录以后自动注册并返回首页，待我们的内部审批流程完成后，您将收到支持团队发送的电子邮件通知 <TCCC-CHINA-DAM-SUPPORT@CIANDT.COM>，然后您就可以登录了。



3

## How to get a KOID account? 如何获取KOID?

Contact the KO Sponsor to get the KOID  
联系相应的KO负责人获取KOID



4

## Other Users (Bottler user + Agency user without KOID + Others) 装瓶厂用户 + 没有KOID的agency用户 + 其他用户

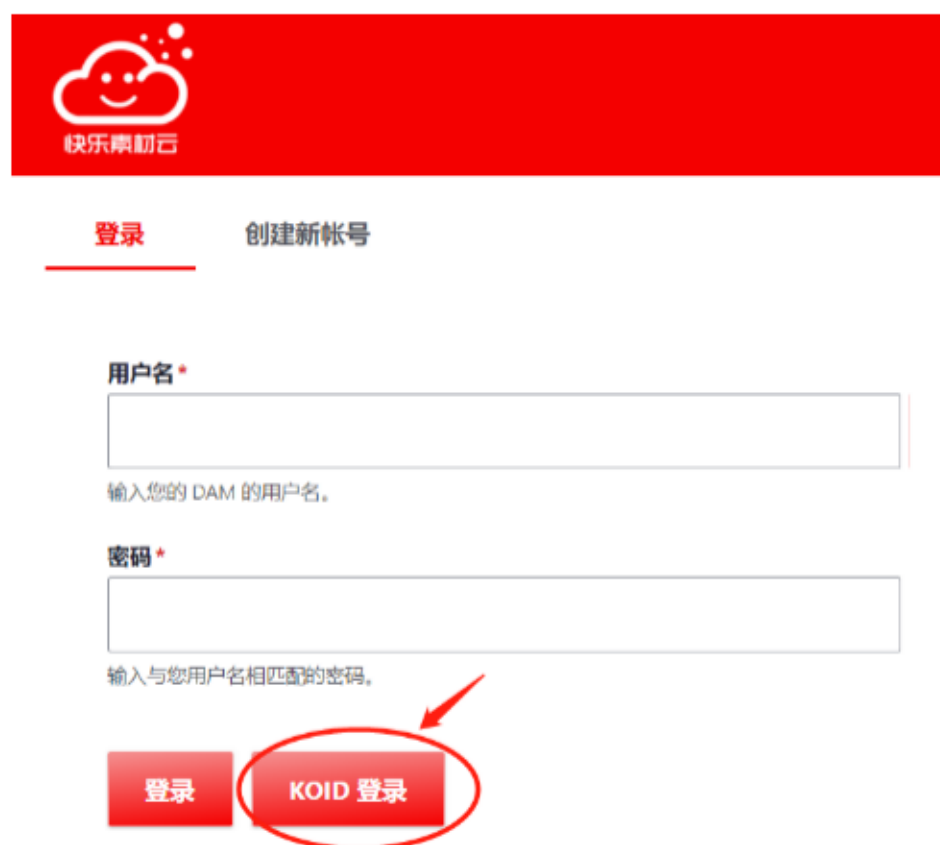
- ① After Open the System, please choose the “Create New Account” menu, it will go to the registration page.  
打开系统后，请选择“创建新帐号”。
- ② Fill in your information: Email, Username, Password.  
请输入邮箱，用户名和密码。
- ③ Click the “Create new account” button to submit, it will show a success message.  
提交注册信息，若成功会提示提交成功。
- ④ You will receive an email notification from the Support Team <TCCC-CHINA-DAM-SUPPORT@ciandt.com> after our internal approval process is done, and then you can login.

待我们的内部审批流程完成后，您将收到支持团队发送的电子邮件通知  
<TCCC-CHINA-DAM-SUPPORT@CIANDT.COM>，然后您就可以登录了

1

KO Users (KO user + Agency user with KOID)  
KO用户 + 有KOID的AGENCY用户

- 1 Click the “KOID Login” button to login directly.  
点击“KOID 登录”按钮  
登录直接登录打开首页。



2

Other Users (Bottler user + Agency user without KOID + Others)  
装瓶厂用户 + 没有KOID的AGENCY用户 + 其他用户

- 1 Input the username and password to login  
输入“用户名”，“密码”，  
点击“登录”按钮登录系统。
- 2 It will redirect to the homepage after login.  
登录成功以后，直接打开首页





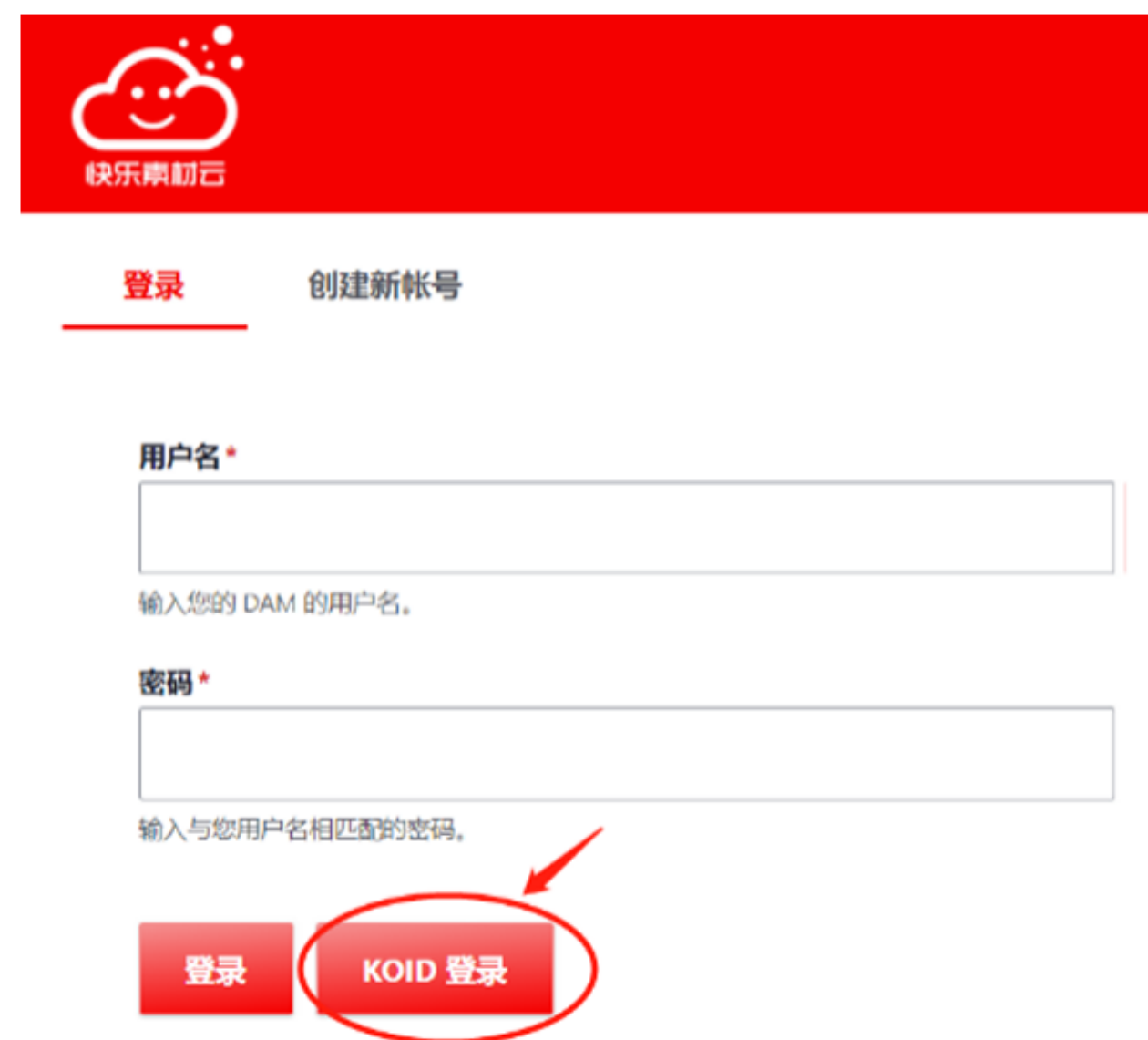
# 忘记密码? / Forgot Passowrd?

1

KO Users (KO user + Agency user with KOID)  
KO用户 + 有KOID的AGENCY用户

Don't need to reset the password, click  
"KOID Login" button to log in directly.

不需要重置密码，点击“KOID 登录”按钮  
直接登录打开首页



The screenshot shows the login interface for '快乐素材云' (Happy Material Cloud). At the top left is the logo, a red cloud with a smiley face and the text '快乐素材云'. Below the logo are two tabs: '登录' (Login) and '创建新帐号' (Create New Account). The '登录' tab is active. Below the tabs are two input fields: '用户名\*' (Username\*) and '密码\*' (Password\*). Below the '用户名\*' field is the placeholder text '输入您的 DAM 的用户名。' (Enter your DAM username.). Below the '密码\*' field is the placeholder text '输入与您用户名相匹配的密码。' (Enter a password that matches your username.). At the bottom are two red buttons: '登录' (Login) and 'KOID 登录' (KOID Login). The 'KOID 登录' button is circled in red, and a red arrow points to it from the right.



# 忘记密码? / Forgot Passowrd?

2

Other Users (Bottler user + Agency user without KOID + Others)

装瓶厂用户 + 没有KOID的AGENCY用户 + 其他用户

- 1 Click “Forgot Password?” on the Login page to open the Reset Password Request page.

在登录页面点击“忘记密码”，  
打开密码重置请求发送页面。



The screenshot shows the login page of the '快乐果甜云' (Happy Fruit Cloud) system. At the top, there is a red header with the company logo and name. Below the header, there are two tabs: '登录' (Login) and '创建新帐号' (Create New Account). The '登录' tab is active. Under this tab, there are two input fields: '用户名\*' (Username\*) and '密码\*' (Password\*). Below the '用户名\*' field, there is a hint: '输入您的 DAM 的用户名。' (Enter your DAM username). Below the '密码\*' field, there is a hint: '输入与您用户名相匹配的密码。' (Enter a password that matches your username). At the bottom, there are three buttons: '登录' (Login), 'KOID 登录' (KOID Login), and '忘记密码?' (Forgot Password?). The '忘记密码?' button is circled in red with an arrow pointing to it.

- 2 Input your email and verification code to submit.

输入邮箱地址以及验证码，提交  
密码重置的请求。



The screenshot shows the '申请重置密码' (Apply to Reset Password) page. At the top, there is a red header with the company logo and name. Below the header, there is a form with two input fields: '邮箱地址\*' (Email Address\*) and a verification code field. Below the '邮箱地址\*' field, there is a hint: '请输入您的账户关联的邮箱地址。' (Please enter the email address associated with your account). Below the verification code field, there is a hint: '请输入图片里的验证码。' (Please enter the verification code from the image). At the bottom, there is a blue button labeled '提交' (Submit).

# 忘记密码? / Forgot Passowrd?

2

Other Users (Bottler user + Agency user without KOID + Others)

装瓶厂用户 + 没有KOID的AGENCY用户 + 其他用户

- ③ Within 1 working day, you will receive a reset password email with one-time-reset-password-link from the Support Team <TCCC-CHINA-DAM-SUPPORT@ciandt.com>, and you could use this link to reset your password within 24 hours, and exceed 24 hours this link will be invalid.

您将在1个工作日内收到支持团队发送的重置密码的电子邮件<TCCC-CHINA-DAM-SUPPORT@CIANDT.COM>, 该邮件包含一个24小时有效的密码重置链接, 超过24小时该链接将失效。

- ④ Open the one-time-reset-password-link, in the Reset Password page input the new password and submit, it will redirect to the Login page, you could log in with the new password now.

打开一次性密码重置链接, 在重置密码页面输入新密码提交, 自动返回登录页面, 您现在可以使用新密码进行登录了。

 **重置密码**

邮箱地址\*

密码

确认密码

密码长度须8个字符或以上, 并包含3种字符类型, 大/小写字母、数字、特殊字符。

提交

## Footer menu

### 底部菜单“反馈&建议”



Click the Feedback icon at the footer menu to open the page.

点击页面底部的“反馈&建议”菜单，  
打开反馈信息填写页面

|      |                                                  |
|------|--------------------------------------------------|
| 公司   | Input Company Name.<br>输入所在公司名称                  |
| 姓名   | Input Name.<br>输入姓名                              |
| 工作职能 | Input Function.<br>输入工作职能                        |
| 邮箱   | Input Email.<br>输入邮箱地址                           |
| 分类   | Select Category<br>选择提交反馈问题的分类                   |
| 反馈内容 | Input Feedback Content.<br>输入反馈问题描述。             |
| 截图   | Upload Screenshot.<br>上传问题截图（没有不用上传）             |
| 提交   | Input Verification Code and submit.<br>输入验证码并提交。 |

The platform owner will review it and respond accordingly  
平台管理员收到反馈信息以后，将对其进行审查并做出相应回应

# 浏览、下载数字资产文件 / Browser & Download Assets

## Homepage/首页

1

Keywords search: if you want to search assets, please fill in the keywords and click “Go” to search.

关键字检索：如果想要直接搜索“数字资产”，可以在顶部关键字检索框输入关键字检索



2

Master Calendar  
活动日历





# 浏览、下载数字资产文件 / Browser & Download Assets

3

By Window/By Brand/By Channel/By CCMG Customer: View the assets by different types  
可以通过四个维度查看不同的数字资产

a By Window  
按照活动查看



b By Brand  
按照品牌查看



c By Channel  
按照渠道来查看



d By CCMG Customer  
按照CCMG的客户的类型来查看



4

Click any type to open the detail page  
点击任意类型打开对应的详情页面



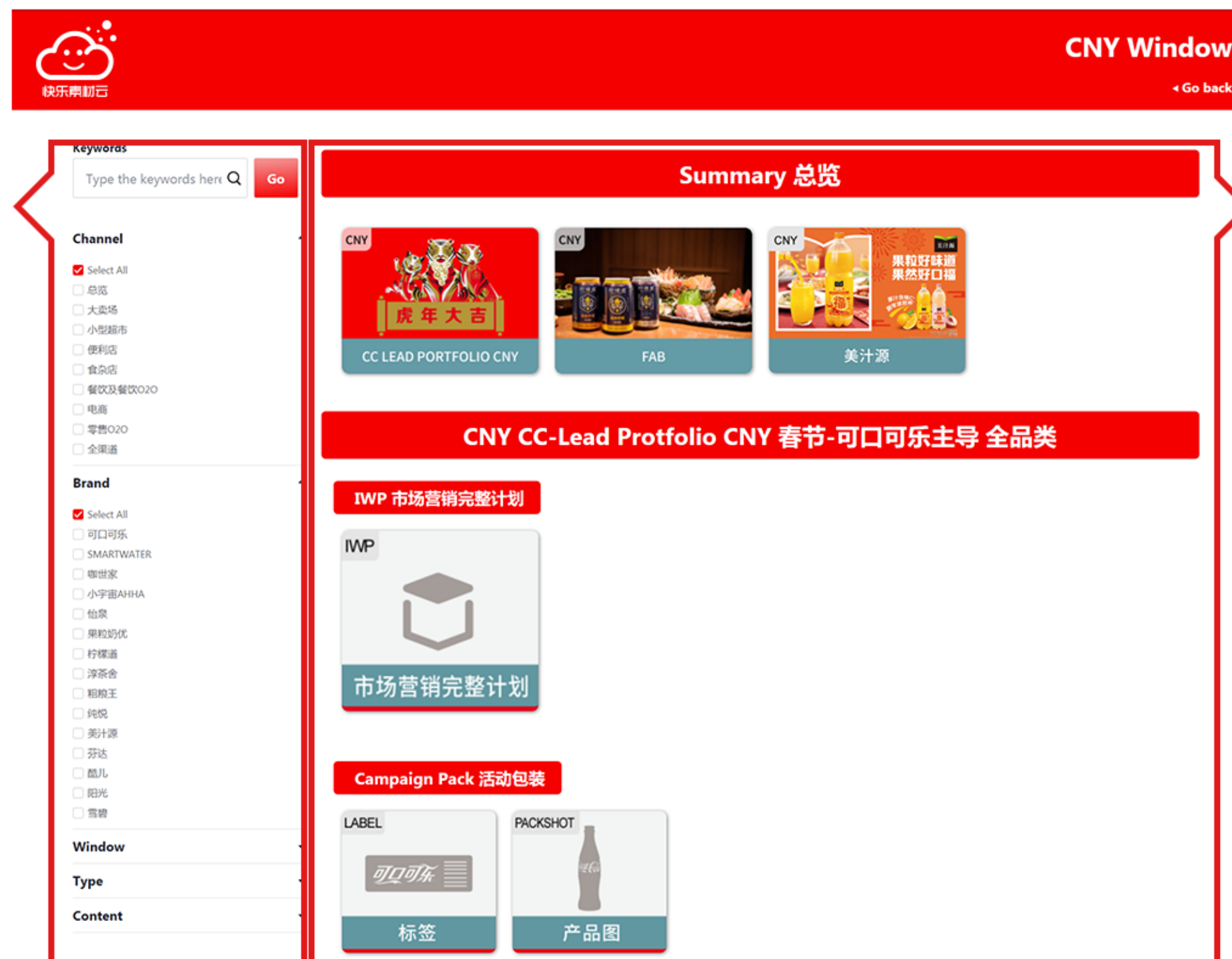
# 浏览、下载数字资产文件 / Browser & Download Assets

## Window / Brand / Channel / CCMG Customer Detail Page 不同维度主题内容浏览

You can also use the left filter to search assets. It will redirect to the assets list page.

您也可以选择左侧的检索条件进行检索，打开数字资产的检索结果列表页面

- a Key words /关键字
- b Channel /渠道
- c Brand /品牌
- d Window /活动
- e Type /类型
- f Content /内容
- g CCMG Customer /CCMG 客户



Click the label on the right, it will go to the related assets list page.

点击右侧的任意标签，打开对应类型的数字资产列表。

# 浏览、下载数字资产文件 / Browser & Download Assets

## Assets List Page/数字资产列表页

In the assets list, you can click the top menu to open the different types of assets.

在数字资产列表，如果你想要查看其他维度的内容，可以点击顶部菜单“按活动窗口”，“按品牌”，“按渠道”打开查看

三 管理

\*\*\*

按活动窗口

按品牌

按渠道

按CCMG客户

下载记录

上传文件

春节

水头新品季

初夏无糖清爽季

盛夏汽水季

中秋国庆季

可口可乐

雪碧

芬达

怡泉

小宇宙AHHA

美汁源

酷儿

淳茶舍

阳光

纯悦

SMARTWATER

柠檬道

果粒奶优

咖世家

粗粮王

大卖场

小型超市

便利店

食杂店

餐饮

电商

O2O

家庭渠道

便利店/加油站

阿里团队

电商团队

即饮

Keywords here

Go

Channel

Select All

总览

大卖场

小型超市

便利店

食杂店

餐饮及餐饮O2O

电商

零售O2O

全渠道

Brand

Select All

可口可乐

柠檬道

Summary

CNY

CC LEAD PORTFOLIO CNY

CNY

FAB

CNY

CNY CC-Lead Portfolio CNY 看

IWP 市场营销完整计划

IWP

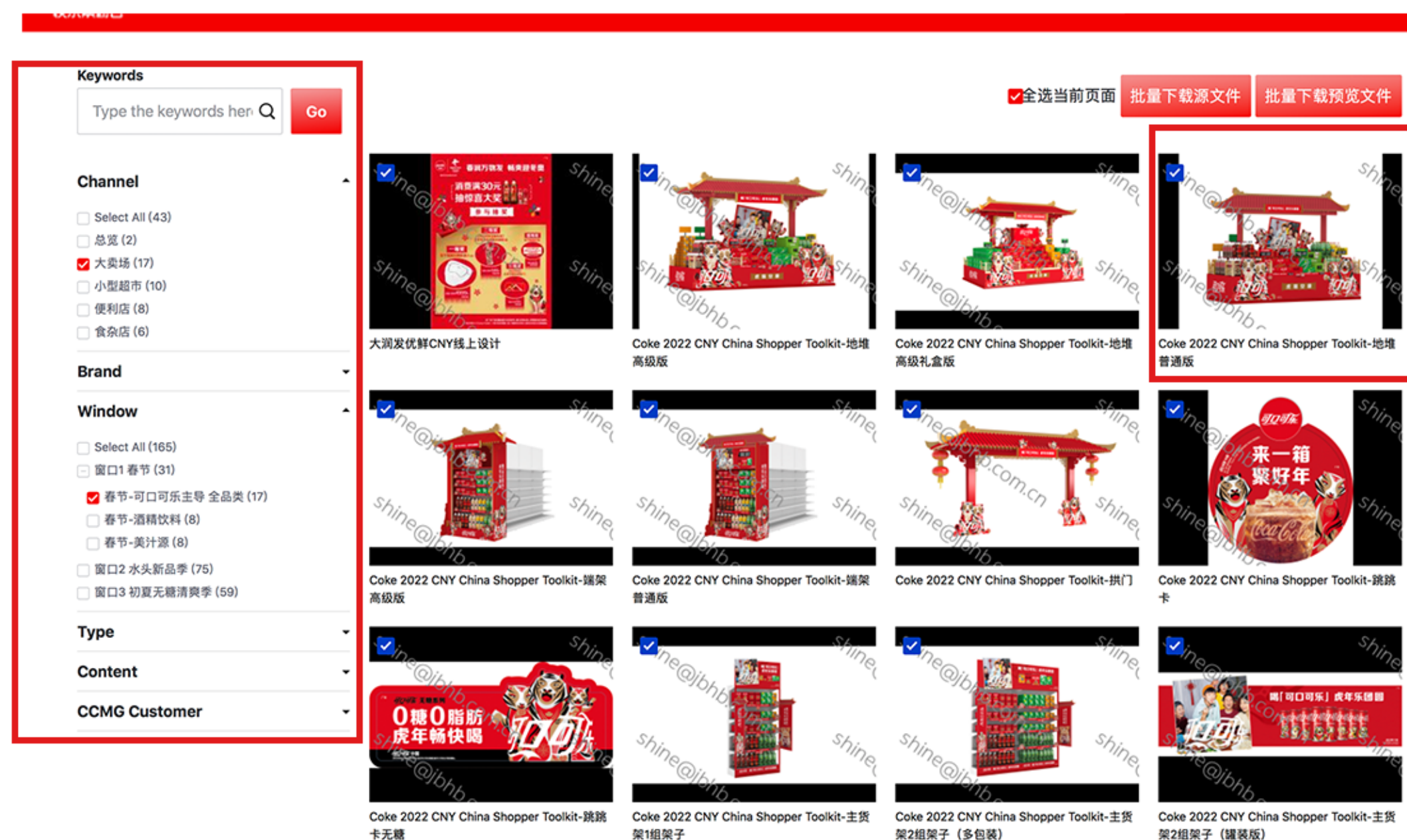


# 浏览、下载数字资产文件 / Browser & Download Assets

You can use the left filter to search assets

您也可以选择左侧的检索条件进行检索

- a Key words /关键字
- b Channel /渠道
- c Brand /品牌
- d Window /活动
- e Type /类型
- f Content /内容
- g CCMG Customer  
CCMG客户

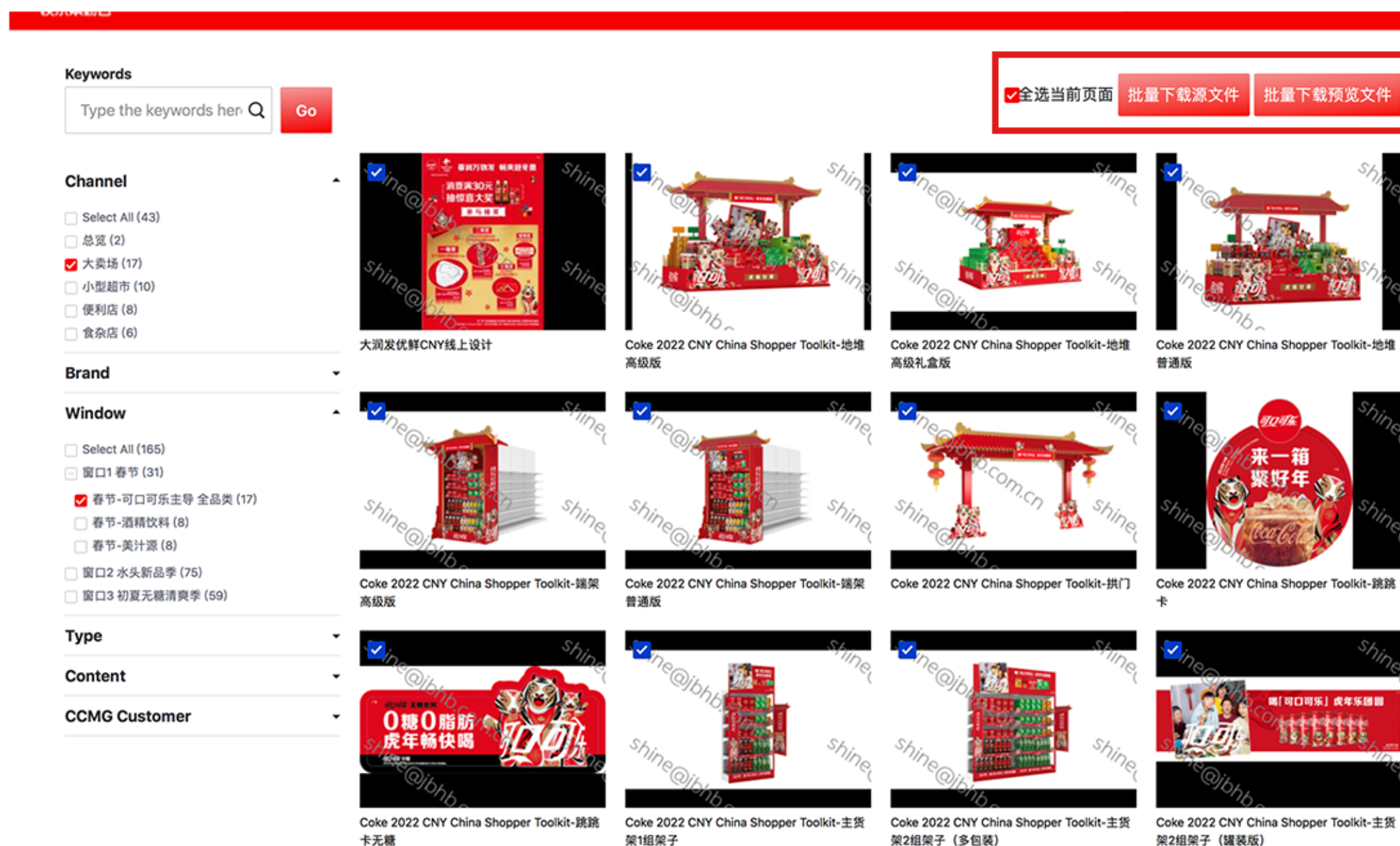


Please click one asset to enter the detail page.

点击任意数字资产，  
打开下载详情页面



# 浏览、下载数字资产文件 / Browser & Download Assets



Batch Download Source Files / Batch Download Preview Files

批量下载源文件/批量下载预览文件

- Select assets one by one or mark the “Select current page” button to select all  
可以一个一个的勾选需要下载的数字资源，也可以直接点击右上角的“选择当前页”按钮勾选当前页所有数字资源内容
- Click the “Batch Download Source Files” or “Batch Download Preview Files” button to start download  
点击“批量下载源文件”或者“批量下载预览文件”按钮开始下载
- It will start to download the files one by one  
开始一个一个的下载文件（选中多少个文件就会下载多少个文件）

# 浏览、下载数字资产文件 / Browser & Download Assets

## Asset Detail page – Download/资源下载

In the asset detail page, you can see a preview image on the left and detailed information on the right.

在详情页面，您可以在左侧查看预览图，在右侧查看详细信息

### Coke 2022 CNY China Shopper Toolkit-地堆高级版

[查看](#) [编辑](#) [删除](#) [修订版本](#)



#### Coke 2022 CNY China Shopper Toolkit-地堆高级版

|           |                       |
|-----------|-----------------------|
| Metadata  |                       |
| Brand     | 可口可乐, 可口可乐            |
| Type      | 营销素材                  |
| Channel   | 大卖场                   |
| Window    | 窗口1 春节, 春节-可口可乐主导 全品类 |
| Content   | 渠道生动化工具, 地堆陈列         |
| File Type | application/zip       |
| File Size | 317 MB                |

[下载源文件](#) [下载预览文件](#)

Please click the “Source File Download” / “Preview File Download” button to download assets

点击“下载源文件” / “下载预览文件”按钮可以下载当前数字资产的源文件或者预览文件

# 浏览、下载数字资产文件 / Browser & Download Assets

## Download Logs/下载记录

If you want to check the download logs, please click the menu “Download Logs”, it will open the log list (/download-logs).

如果您想要查看自己的数字资产下载的记录，可以点击菜单“管理--》下载记录”打开列表查看



|                      |                      |                                |                                |       |
|----------------------|----------------------|--------------------------------|--------------------------------|-------|
| Email                | Title                | Start                          | End                            | Apply |
| <input type="text"/> | <input type="text"/> | 年 / 月 / 日 <input type="text"/> | 年 / 月 / 日 <input type="text"/> |       |

| ID | Title | Created |
|----|-------|---------|
|----|-------|---------|





快乐素材云

**THANK YOU**