



PRE-MEDIA & TECHNOLOGY REVIEW

PROJECT OVERVIEW

One of the world's largest consumer electronics companies required a specialist to evaluate the commercial arrangements and transcreation process for its brands across Europe. This would involve engagement with their global creative network.

PROJECT OUTCOME

€1.5m

ANNUAL SAVING - MATERIAL SPEND

33

MARKETS CENTRALISED

€3m

ANNUAL SAVING - AGENCY FEES

1st

EVER COMPANY DAM INTRODUCED

PS

THE CHALLENGE

Stakeholders with key influence were spread across 33 markets, with 7 different brands and 15 different language variations.

Any solution would have to satisfy the Marketing and Finance Director, local country managers with their own P&L responsibility and their creative partners.

Each country received master creative work then used the local network agency office to translate, adapt and produce material for publications.

This was a highly complex, costly and time consuming process, fraught with the possibility for mistakes.

PS

THE APPROACH

Being market specialists the current process was already clearly understood, so we turned our attention to technological and supply chain possibilities.

It became clear that some of the innovative technology and new wave suppliers could speed up the time to market and improve accuracy.

The tricky part was to convince the Directors that a process they'd been following for a long time would need to be completely re-engineered. Equally sensitive would be the discussions with the creative network as their revenue would drop significantly.

PS

THE SOLUTION

Introduce the Marketing Director and his colleagues to a new software solution and schematic for improved process.

Outline how new platform could centralise all market requests, translation and facilitate production through a single supplier.

Negotiated a step change in costs, for pre-media, retouching and material for publications.

Arranged training workshops and help brief creative agency on this completely new way of working.

PS

THE BENEFITS

A saving on both agency fees and material supply of €4.5m was delivered along with a significant increase in operational efficiency.

Number of agency and production suppliers required reduced from 33 to 1.

Dramatic increase in brand consistency and rebates from third party chip maker.



LET US HELP YOU
MAKE SENSE OF YOUR
MARKETING PROCUREMENT