



GLAMS BM

learn how a leading retail chain combined our technology & artwork services, to create efficiencies and substantive budgetary savings.



Customer Profile

A leading service provider with a substantial retail arm, in excess of 200,000 customers in Ireland, 150 stores and 950 employees. All stores shared a central marketing and brand management function.

Case Overview

The central marketing and brand management function worked with multiple creative agencies to conceive, create, produce and distribute:

- POS material & collateral including unique shelf talkers and promotional wobblers pieces.
- Print advertising
- Direct mail
- Promotional mailers
- Stationery, Business Cards
- Signage
- Vehicle branding
- HR & training materials

In 2008, the group appointed a global consultancy to complete a total brand audit which made some key observations including,

- Inconsistencies in the application of the groups brands across multiple channels.
- The marketing spend as a percentage of turnover appeared excessive.
- The high spend on creative and artwork fees was specifically highlighted.

The group developed and issued a **Request For Proposal**, which would address some of these key issues. The Perigord Group were invited to submit a proposal and were ultimately chosen as the preferred vendor.



Case Conclusions

Marketing spend.

- The company were regularly being charged creative agency rates for minor alterations to POS, and other marketing collateral
- They were also incurring significant artwork retrieval fees.
- A significant volume of marketing assets had been misplaced by agencies and print vendors. One key agency had recently gone out of business which led to substantial re-create and additional photography costs.

Our analysis pointed to the potential for significant savings.

Control

- The companies marketing assets were not controlled by the company. i.e these lay in the possession of their creative agency. This was indentified as a key area of exposure.

Quality & Efficiency

- Brand guidelines and disciplines were not being correctly implemented across many channels leading to inconsistencies.
- A detailed print specification was not always available or to hand for jobs. This had resulted in re-prints on multiple occasions.

The Solution

The Perigord Group's GLAMS BM or Global Artwork Management System, Brand manager allows clients to efficiently manage and control their marketing and creative processes. GLAMS BM also allows you to manage your agencies and print vendors in a more controlled fashion with the quotation module of the system delivering significant cost savings on your production costs.



Features of GLAMS BM

- Tracking of all work in progress
- Brand management repository
- Quotation management for creative and print services
- Digital file comparison for guaranteed quality
- Automated Artwork generation
- Gallery module, storing images, video and audio clips
- Print ordering module for managing your print vendors

Solution ROI

So how did our solution improve marketing effectiveness and efficiency?

• Workflow Efficiencies

Moving from a 'chaos' model to a structured workflow created immediate efficiencies.

Valuable marketing hours were saved by implementing more efficient workflows, which eliminated significant hours spent by marketing personnel attempting to retrieve or search hard drives, DVDs and CDs for content and assets.

GLAMS connected all the stakeholders and delivered secure access to assets, 24/7 from any geographical location.

GLAMS enabled cross-departmental teams, such as retail sales, & marketing, to more efficiently review and approve collateral. Complicated review practices were therefore rationalised.

Efficiencies in the delivery of marketing collateral and sales campaign materials enabled faster time to market. Therefore franchisees and managers could respond faster to revenue opportunities and had the capability to order materials directly from approved vendors and be billed directly by these vendors.

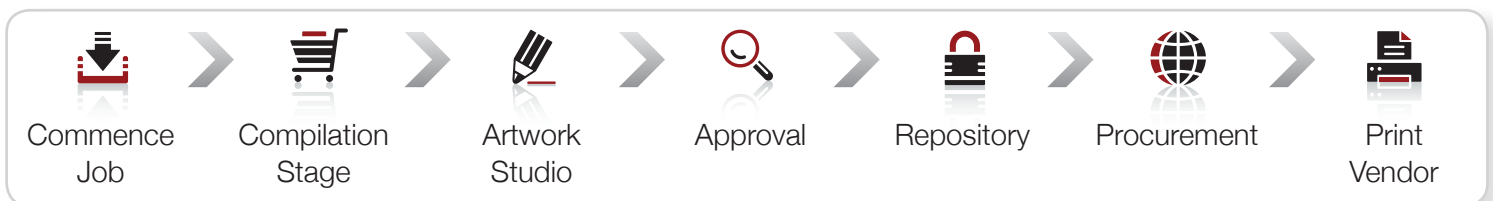


Fig 2. Sample marketing function workflow.



- **Creative Fees**

The tradition model is for creative agencies to create and manage artwork. The Perigord Group, were able to substantially reduce costs for artwork revisions using GLAMS BM and our artwork production team. Rather than incurring creative agency rates, Perigord Group were engaged to fulfill production artwork services.

GLAMS BM also delivered the capability to efficiently tender creative and design work via a quotation module. This empowered the marketing function to tender each and every job if required.

- **Automatic Artwork**

The solution incorporated template driven automatic artwork modules enabling the marketing function to eliminate graphic design fees for basic collateral.

- **Create Once, Re-purpose often**

GLAMS BM delivered capability to leverage and re-purpose assets instead of having to recreate every time. Industry analysts estimate that up to 30% of all content is recreated because it is mislaid or otherwise mismanaged.

GLAMS BM gathers native artwork files into a secure repository, enabling alterations, updates and amendments to be made to the job by any selected vendor and avoiding expensive retrieval or recreate fees due to mislaid files.

- **Re-purpose Photography Assets**

Properly archived, stock and commissioned photography can be re-used and licensing fines avoided.

- **Print Costs**

GLAMS BM also offered the capability to tender print jobs via a quotation module. This empowered the marketing function to tender each and every job if required. Vendors became more focused when competing for each and every job.

- **Intangible benefits**

GLAMS BM improved brand management and consistency, reducing the possibility of asset misuse (wrong versions & reprints).

About Perigord Artwork Services

By using our production artists to manage your change and alteration requests, companies can make substantial savings. We provide a full suite of studio services. With over 30 years experience working in different industries and with different technologies, we deliver a service that is as efficient as it is cost effective.

Best Practice

Marketing and brand managers are under increasing pressure to deliver value from their budgets.

A recent Aberdeen Group research report reveals that firms enjoying Best-in-Class performance share several common characteristics within the marketing function:

- 79% deploy a library asset management system for their marketing assets.
- 71% provide the marketing department with access to all digital assets, allowing them to re-purpose or re-use content and images.
- 62% have a process in place to disseminate information on best practices in managing marketing assets to both sales and marketing.

GLAMS - A Unique Workflow Solution

To achieve maximum efficiencies, it's wasn't enough for the proposed solution to simply act as a storage and retrieval tool for completed assets. A comprehensive solution needed to have capability to manage a complete workflow including quotations, brief, creation, proofing, sign off and delivery. GLAMS BM ticked all the boxes.

The Results

- Substantive departmental cost saving achieved.
- Improved brand consistency and quality. Reduced risk of errors, omissions and product recall
- Control of the companies marketing assets has shifted from their agencies to the marketing function.

About The Perigord Group

The Perigord Group are a global production services agency, providing artwork, brand & print management products and solutions. Founded in 1976 and head-quartered in Europe, Perigord also have offices in the USA and APAC regions.

Perigord's GLAMS (Global Artwork Management System) is a web-based artwork management system, designed so that you can control and manage your company's artwork from concept through to print.

GLAMS delivers total control over any organisation's artwork enabling better management of costs, quality and deadlines. The system is designed to maintain the highest quality levels throughout the artwork life cycle.

