



DESIGN ADAPTATION/PROD. ART COST REDUCTION



HOW A CONSUMER BRAND ACHIEVED A REDUCTION OF THE ARTWORK CREATION COSTS

Summary

A consumer products company has a need for a constant evolution of the packaging image of its portfolio's products, due to their market seasonal patterns of consumption and promotions created by their marketing department.

The nature of the redesigns that this company made during the year were merely tactical. It didn't implicate changes to the identity, brand strategy and visual architecture of the products outlined by the creative agency.

In a general way, the redesigns were made by the same creative agencies and the changes were related to new variances, promotions by season (for example, Christmas or Halloween), for sport and cultural events, movies or celebrities' campaigns, adjustments in the legal and nutrition information due to changes on local and regional regulations, or by introduction of products into new international markets.

Challenges

- Creative agency responsibilities grew toward areas that were out of their specialty and dominion, absorbing functions of technical production.
- The files generated by the agency used to have information inconsistencies which were detected last minute, due to a technically deficient assembly.
- Since the creative agencies' model is based on ideas and not recurring processes, their cost structure is not optimized to execute the design extension on an efficient way.

How BRANDWATCH helped

BRANDWATCH consolidated and streamlined the process as follows:

- Centralization of design adaptation/prod. art by taking the agencies' strategic direction and implementing the deployment and extension to lower costs and time.
- Best practice implementation of quality assurance
- The most competent supplier for each area: creative agencies for the design and brand strategy, and BRANDWATCH as a Print Management Agency for the production stage.

Results

Result 1: Design Packaging Cost Reduction on a 30%.

Result 2: A 95% reduction in the number of mistakes on critical information (bar codes, legal info, etc.), which was due to source information imprecise handling, as well as the lack of traceability systems of information by creative agencies.

Result 3: Reduction in 1/3 of the times of design production, by operating by highly trained staff and processes created for a quick response.

Return of Investment

Although it is complex to accurately measure the return on investment, we may list estimates of potential risks, and approximate costs of not having an agency specialized in design adaptation:

- Fine for inaccurate or inexact legal information: From \$100.000 USD
- Lost sales due to the inability of releasing seasonal products on time to shelf, depending on the sales forecast.
- Difficult to quantify loss of value of the brand by appearing inconsistent and weak to the consumer..
- Increased transparency of costs, allowing the consumer products company to know the specific cost of each service

Key Performance Indicators

KPIs that are still measured in the process, are:

- Cycle Time per Art
- Average Cost per Art
- # and Type of Revision Cycle
- # and Type of Errors by Origin
- # and % of files created right the first time
- Delivery Time
- Delay Causes

