Global Advertising Agency deploys technology to automate creative production tasks and ensure brand compliance across multiple subsidiaries. Implementation proved a definite competitive advantage and efficiencies were replicated across existing & new clients with quick adoption and great returns.

mediarich® FORSHAREPOINT

Industry:
Advertising Agency

Employees:
10,000+

Equilibrium Products:
MediaRich for SharePoint

1.866.378.4542
+1.415.332.4343
www.equilibrium.com

The Problem

Timely and accurate project execution, performance and brand consistency for a worldwide advertising agency. Multiple subsidiaries develop and execute direct marketing and direct response campaigns for gaming and media entertainment clients. Each business unit operates independently today. Automation, new technologies and delivery challenges require a company-wide infrastructure to enable clients – the business – to move to the next level.

The Challenge

With distinct branded properties, multiple agencies and vendors each with their own legacy workflow systems in place, consistency and automation across brands requires accessibility, customization, and sound technology to bring order and seamlessly convert operations to a workflow tool that is easily adopted across the business.

Up until now, one of the challenges was the task itself: how to manage brand consistency? Having distinct brands each with their own direct marketing programs created a single challenge. Overlay a single loyalty program that connects 14 separate brands and it even gets more complicated.

A highly sophisticated tool for creating compelling collateral, managing libraries of digital assets including logos, photos, video, and more in a variety of formats for distribution to print, web, email, etc. was needed.

Our Approach

EQ worked with the client to address the technical and workflow issues that required consideration including:

- Improved brand creative adherence across brands
- Replicable and customizable direct marketing campaigns
- Shared but secure resources
- Intellectual property protection
- Simplified organization and broad accessibility to digital asset library and content creation tools
- Implementation of a single system
- Lower time and costs to market – staff efficiencies

eQ equilibrium®

Using Microsoft Office SharePoint Server (MOSS) along with Equilibrium's MediaRich for SharePoint allowed the client to easily extend an enterprise-wide search, document management and workgroup collaboration environment to create a complete asset content management solution. "MediaRich plugs into MOSS and facilitates the ingestion of assets and the application of metadata to those assets," stated the client's architecture director. "That really made the difference to allow MOSS to behave like a Digital Asset Management system (DAM) straight out of the box."

mediarich®
FORSHAREPOINT

1.866.378.4542
+1.415.332.4343
www.equilibrium.com

The Solution

Flexibility to handle localized advertising requirements with the right brand, the legal-approved copy and logos with little effort on the part of the creator was paramount. Using the combined MediaRich for SharePoint and SharePoint solution each user of this web based system was able to generate a brand-compliant output – whether a poster, ad, direct mailer, web banner – to meet the delivery requirements without hesitation.

The ability to access online from any web browser over 70 collateral templates with interchangeable components allowed content creators to maximize their time being creative rather than spending time on "other" tasks. Each template is defined with specified zones for placement of logo, text, video, etc. The assets – logos, photos, graphics, video, and copy – reside in a SQL Server database and are easily viewed via SharePoint Lists. All are pre-approved and pre-formatted for ease of use. The user has a unique log in and view of the system based on set-business and administrative rules. Users are authenticated based on what their role and business unit requires. The simplicity allows standardardized brand-compliance across the business units and users.

The combined solution of MOSS with MediaRich for SharePoint increases business productivity and reduces costs by enabling users to easily manage, modify and deploy the content in a secure, self-service environment. It automates the production and deployment of content. MediaRich enables the ability to create images and graphics, modify assets, and share visual content within the familiar Microsoft interface.

MediaRich for SharePoint optimizes the delivery of digital assets by providing media previews of over 300 document, image and video formats. It ingests assets and writes metadata extending search capabilities to recognize the metadata and return thumbnail previews regardless of the original file format. Using a standard web browser in SharePoint, users can preview assets with high-speed zoom and pan along with related metadata, edit single images or batches, use image processing operations to crop, sharpen, blur on the fly and deliver reliable, accurate, customized content for Web, print, wireless and other distribution channels while maintaining revision control and brand consistency in a familiar environment.

Automation is key to lowering costs and improving workflows within small work groups, multiple business units and across operations. MediaRich for SharePoint enables and scales to meet any business' digital asset requirements regardless of the number of users or the original file size.

The Technology

The patented MediaRich URL-based methodology, Microsoft.NET Web service and COM application programming interface (API) enable seamless and straightforward integration with application servers, asset management systems, content management and delivery networks, databases and stand-alone applications.

eQ equilibrium®

With Microsoft Windows SharePoint Services, MediaRich extends standard picture libraries to provide thumbnail previews of CMYK images, Vector (EPS, AI, PS, and PDF) images, and Photoshop files along with all related metadata. Image editing and other production tools provide additional value to simplify users' ability to execute projects easily within one familiar system.

MediaRich for SharePoint's server-based software automates repetitive image production and enables multi-channel delivery of digital assets through rich-media templates. The dynamic imaging integration helps reduce the time and costs required to generate, modify and deploy digital images text graphics and branded assets.

Administrative controls are provided for batch management back to SharePoint, with the results returned to a shared directory, FTP site, email or exported as ZIP files as appropriate to the organization's requirements. MediaRich brings automated image processing and delivery to portal services enabled by Microsoft Windows SharePoint Services optimizing delivery of digital assets and media collaboration in the formats needed for Web, print and multimedia.

The Results

The new workflow provides the content creators a powerful array of tools to effectively execute brand compliant work every time. The movement of work is now a seamless workflow that follows clear approval cycles and facilitates quick and easy completion of projects in an automated fashion. The improved efficiencies reverberate across the business.

The result is streamlined development, compelling creative results and consistency – all powerful evidence that project execution, performance and quality has improved. The solution delivers a wide variety of benefits to each user and individual business subsidiary allowing each to create custom designs and execute a variety of results based on each project requirement. The improved platform's ease of use and accessibility gives users more time to create rather than search, re-create, and re-format for legal use corrections. An immediate ROI increase is generated simply by cost avoidance and delay to market.

The dependability and scalability of the solution future proofs a path to emerging technology and business changes.

About Equilibrium

Founded in1989, Equilibrium develops and markets automated imaging technologies that save time and money in digital media production. Equilibrium solutions are used by industry leaders in multi-channel retail, manufacturing, publishing, healthcare, financial and entertainment. MediaRich powers some of the largest B2B portals, web 2.0 infrastructures and websites in the world. MediaRich customers include Cisco, Disney, E! Entertainment, Netshops, Omnicom Media Group TMV, and Sony.

For more information and free software trial: www.equilibrium.com or 1-866-EQUILIB.

mediarich®
FORSHAREPOINT

1.866.378.4542
+1.415.332.4343
www.equilibrium.com

eQ equilibrium®