



\* **OVERVIEW**

A global leader in the direct marketing of collectables in over 125 countries worldwide needed to improve workflow process and reduce costs for print advertising and direct mail campaigns. Their aggressive spending on both media advertising and direct mail makes them one of the nation's leading print advertisers, with annual expenditures exceeding \$100 million. Traditional prepress/premedia was executed both in the internal studio and using outside prepress houses.

\* **INSIGHT**

GREENLIGHT conducted interviews with key marketing, creative and studio stakeholders. These interviews confirmed that:

- Current internal process was cumbersome and inefficient.
- Internal communication and archive system were paper-dependant
- External supplier relationships were inefficient and costly.

We determined that significant savings and process efficiencies could be achieved using GREENLIGHT's offshore resources and proprietary technology.

\* **GREENLIGHT SOLUTION**

Using GL Access, client was able to significantly reduce project paperwork and increase the visibility and control of each project with in the system. Communications were streamlined and real-time controls and measures were implemented – projects were posted with GREENLIGHT's offshore team with just a few mouse clicks.

GREENLIGHT assumed responsibility for all external prepress/studio work.

\* **RESULTS**

Client achieved significant process efficiencies allowing them to execute complex print and direct mail programs (one with over 400 versions) quickly and efficiently.

Further, significant ongoing savings of +70% were achieved for prepress/studio work.