

# Delivering on promise

## Clark McKay and Walpole use Automatrix AdActive to reduce production turnaround time by a third

### BACKGROUND

- Head Office : London, UK
- Established : 1995
- Employees : 86

### ISSUES

- Failure to deliver adverts within agreed timescales
- Problems maintaining accurate layout and content
- Over reliance on overtime and costly freelance resource

### TARGET OBJECTIVE

- To guarantee customer satisfaction by ensuring 24 hour service level agreement is fulfilled

### AUTOMATRIX SOLUTION

- Introduction of Automatrix AdActive®, a dynamic, template based, data driven workflow solution

### RESULTS

- Deadlines guaranteed
- Reduced errors, consistent and accurate adverts produced
- Studio resource optimised

- ▶ Clark McKay and Walpole are one of the UK's leading integrated direct marketing agencies. Established in 1995 to specialise in the provision of creative communication solutions. Their impressive client list includes Gartmore, Marbles, Porsche, the Renault Retail Group and Weight Watchers.

Located within Clark McKay and Walpole, the specialist electronic press and direct mail management division; RAPID - Retail is responsible for delivering over 6,000 adverts per year to the Renault Retail Group.



- ▶ RAPID - Retail is committed to delivering a 24 hour turn around from receipt of client instructions to delivery of the artwork to the media. The existing process demanded a large amount of account management and studio resource. Increasing dealer pressure on turnaround times has led to difficulty in delivering on service level agreements. The studio recognised that technology could be used to re-allocate studio and production time. Any surplus resource would be used to strengthen relationships and handle Customer Relationship Management (CRM) work more efficiently.
- ▶ In the Summer of 2002, Automatrix were approached to undertake a study to research the feasibility of automating artwork make-up, proofing and despatch. The study was required to identify a technology based solution which could guarantee a faster advert delivery between acceptance of the dealer's order and delivery to the selected media.

*“Our primary concern was to free up studio and production resource by improving the turnaround of artwork, whilst maintaining accuracy of content. AdActive enables us to achieve all of these, allowing us to spend more time improving customer relationships”*

**Steve Fox, Clark McKay and Walpole**

- ▶ The study report detailed a six week plan to implement the Automatrix AdActive solution to automate and control artwork production. AdActive's automation features made it possible to order, generate and dispatch an advert in minutes. The data-driven and template based artwork approach ensures each advert is generated from the most current style and approved content. Automation, prioritisation and management functions ensure adverts are produced within standard working hours.
- ▶ Following installation, AdActive has produced approximately 70 regional press adverts per week for more than 20 dealers throughout the UK. AdActive has enabled RAPID - Retail to comfortably meet their 24 hour promise and offer even shorter leadtimes. Design standards and legal content are delivered with greater accuracy. Management information ensures more flexible and transparent production process.

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