

CASE STUDY

Leading UK supermarket saves £400,000 in agency costs

The Challenge

With escalating agency costs for manually creating and amending **campaign artwork**, a leading UK supermarket asked if we could help.

Our Solution

With MauveTech's online proofing system **removing artwork proofing from email**, we enabled collaboration, allowed everyone to view the latest version, and gave the agency a clear list of amendments. This stopped the agency receiving many conflicting amendment requests, all of which were chargeable. The average number of rounds of amendments before approval was **reduced from 7.4 to 2.2**, meaning that artwork was approved quicker and money saved.

Working closely with the marketing department, we identified that much of the artwork could be **created through automation**. An increasing number of templates were created, allowing finished artwork to be created by simply **uploading an Excel spreadsheet**. This included items that they previously considered untemplatable, containing detailed specifications and table data for laptops and tablets. This was **not limited to ticketing** – shelf edge labels over 1.3 metres were templated, along with 3×1.4 metre giant banners. Being able to instantly amend the artwork while proofing, all campaign artwork can be approved in a single process.

“I can now generate my campaign artwork quicker than it took to brief my agency.”

Charles Nevill, Marketing & Implementation Executive

The Result

MauveTech's automated artwork generation and online proofing saved the supermarket over **£400,000** a year in agency costs, and **reduced lead time** from 7 weeks to 1 week.

- ✓ Substantially reduced the number of versions to sign-off
- ✓ The trading team generated and proofed artwork for their product ranges
- ✓ Collaboration on proofing corrections
- ✓ Instant proofing changes
- ✓ Clear set of amendment requests for agency
- ✓ Amends tracked against artwork versions
- ✓ Artwork generated in minutes