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**CLIENT
CASE
STUDIES**

COMPREHENSIVE PRINT MANAGEMENT REDUCES COST AND INCREASES EFFICIENCIES FOR A TOP US AUTO MANUFACTURER

CLIENT:

One of the US's largest automobile manufacturers

MARKETS:

Automotive

SOLUTION:

Develop a new international print management and distribution services program. Qualification of high end commercial print partners to provide consistent quality and service for marketing collateral

BENEFITS:

Marketing budget cost reductions. Streamlined supply chain and improved marketing campaign launch

ACTION:

Work with auto manufacturer and their ad agency in order to analyze and assessed current production and delivery process. Conducted group and one-on-one interviews with key stake holders during discovery process. Determined international market requirements to identify new trade partners and negotiated on behalf of client in order to manage product launch.

CRITICAL SUCCESS FACTORS:

Manage the print management, distribution, fulfillment and logistics of marketing materials to be used by the automaker's dealerships. Regionalization of all marketing materials to meet local requirements. Develop a repeatable program to be used in additional international regions.

SOLUTION:

Develop a new international print management and distribution services program. Work closely with client and their agency to formulate precise regional foot print and timelines. Identify overseas manufacturing partners to introduce a new sourcing and logistics process management program. Identify areas for improvement to streamline process and reduce costs.

KEY BENEFITS:

Turn key print management program aided in reducing \$2 million in costs compared to original marketing campaign budget. Streamlined supply chain and logistics channels that improved market launch to distribution network.