

# Digital and Print Production Factory for US

A top 10 global client was seeking a one-stop creative hub for their advertising production needs. Derivative creative materials needed to be produced for existing assets, messaging, and branding.

## CLIENT REQUIREMENTS

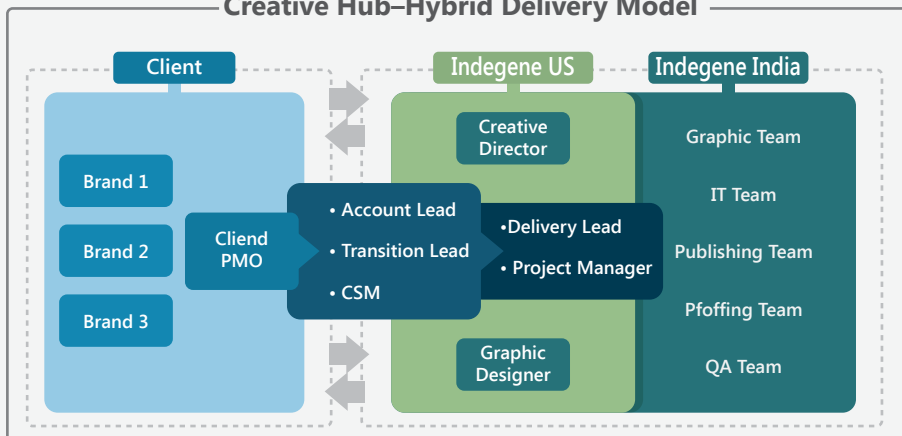
- Asset refurbishment including updates to print and digital assets
- High quality production, relevant knowledge and expertise in life sciences, and cost effectiveness

## SOLUTION

Indegene established a one-stop digital and print factory to achieve several efficiencies in refreshing the client's assets for multiple brands. This was accomplished by using:

- Indegene creative digital and print factory protocol and a proprietary workflow management tool –IndegeneConnect™
- Centers of Excellence for Creative and Digital Production, Promotional Management, Content and Migration Factory.

### Creative Hub–Hybrid Delivery Model



### Project Outcomes

Competency	Measures	Actual
Cost	<ul style="list-style-type: none"> <li>• Production hours</li> <li>• Accessing of various assets and information provided</li> </ul>	40% lesser as compared to average local onshore vendor costs
Quality	<ul style="list-style-type: none"> <li>• Number of Errors &amp; iterations</li> <li>• Creation of deliverable</li> </ul>	95% - error-free and before time 99% efficiencies - number of iterations 99% - approvals at the first delivery
Time	<ul style="list-style-type: none"> <li>• Turnaround timeline</li> <li>• Schedule adherence</li> </ul>	50% - the agreed upon workflow time 75% of the within – 12-24 hours 100% delivery on time with zero delay

## KEY OUTCOMES

- One-stop digital and print factory was established for multiple brands
- Client was able to:
  - Maintain consistent brand messaging across assets
  - Access innovative digital content while achieving cost efficiencies
  - Achieve major cost savings
  - Achieve quick turnaround time

## TALK TO US



Everyone has unique challenges. If you'd like to discuss how we can help address your needs.

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