

Tag:

Tag Worldwide

www.tagworldwide.com

Industry

Design and production

Challenges

- Accelerate clients' time to market
- Streamline creation and delivery of complex marketing campaigns
- Reduce costs for Tag and clients
- Control and secure artwork
- Meet compliance requirements
- Create competitive advantage

Solution

- Online marketing campaign management

Tag Worldwide is using Adobe LiveCycle ES solutions, Adobe ColdFusion, and the Adobe Flash Platform as the foundation for an integrated Software as a Service platform that agencies and their clients can use to collaborate on marketing campaigns.

Results

- Reduced production cycles by as much as 30%, improving time to market and time to revenue
- Reduced administrative overhead by tens of thousands of dollars
- Completed audits in hours versus weeks to streamline compliance
- Provided centralized control of artwork
- Created unique selling tool and differentiator for Tag

Tag Worldwide

Tag Worldwide generates tangible ROI for itself and clients with a dynamic project management system based on Adobe® LiveCycle® ES, ColdFusion®, and the Flash® Platform

The challenges of global marketing

Whether companies need to deliver the best press ad, web banner, TV commercial, packaging, poster, direct-mail pack, leaflet, or brochure, Tag Worldwide's goal is to make sure it is delivered imaginatively, professionally, and with the utmost speed and accuracy. The production agency serves global brands and their ad agencies to help them deliver their creative ideas across multiple media and different languages. The process involves extensive collaboration on creative assets between agency and company participants—and historically, it has not always been easy.

To streamline the process, Tag developed Tag:cmd (Create, Manage, and Deliver), an innovate platform that agencies and their clients can use to collaborate online on creative work in progress, from TV commercials to web banners and print pieces. The Tag:cmd platform is based on Adobe LiveCycle ES solutions—including Adobe LiveCycle PDF Generator ES to transform documents related to projects into PDF files and Adobe LiveCycle Reader® Extensions ES to enable participants to review and comment on the files online using free Adobe Reader software. It was built using Adobe ColdFusion® as well as key elements of the Adobe Flash Platform—Adobe Flex® Builder™ and Adobe Flash CS4 Professional software.

"For us and our clients, the world is on overdrive—everyone needs marketing deliverables to be completed cheaper, faster, and more accurately to meet legal and compliance requirements," says David Russell, director for Tag Worldwide. "With Tag:cmd based on Adobe LiveCycle ES solutions, ColdFusion, and components of the Adobe Flash Platform, we can help ensure brand consistency and accuracy for clients and accelerate time to market, contributing to significant returns."

Taming a complex process

To develop and deliver global campaigns, agencies and their clients are involved in lengthy, people-intensive rounds of reviews and communication. They must exchange creative materials, go through multiple review cycles, translate materials into many languages, review them for legal and compliance purposes, and more.

Traditionally, it has been difficult to coordinate among multiple geographically dispersed parties. Delays have occurred as creative assets have been physically sent back and forth—often sitting for days on peoples' desks for review. By sending physical files, companies also increased the potential risk of compromising sensitive intellectual property related to new products.

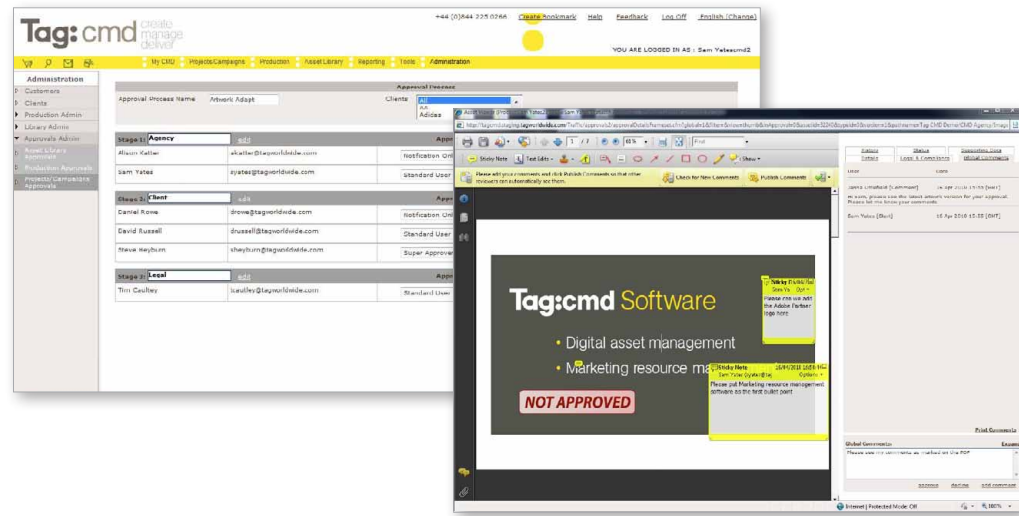
To add to the challenge, materials must be reviewed for legal and compliance purposes. Especially in industries such as financial services and life sciences, companies must maintain an audit trail of correspondence related to each campaign and provide proof that messaging and claims are accurate.

"We had to find a way for our clients to get their messages to market quicker, yet maintain consistency and compliance with regulations around the world," says David Rutter, chief technology officer of Tag Worldwide. "We saw Adobe technologies as the perfect foundation for achieving that goal."

Command central

With Tag:cmd, a Software as a Service (SaaS) offering, agencies post marketing assets, typically created using Adobe Creative Suite 4 software, to the web-based system. Tag:cmd converts any print materials into PDF files for easy review and commenting. Video is stored as files compatible with Adobe Flash Player software, already available on 98% of Internet-enabled PCs.

Tag:cmd supports a custom workflow that prompts people to complete the task at hand. Reviewers can annotate PDF documents using free Adobe Reader software.



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David Russell
Director, Tag Worldwide

Tag staff and clients interact with Tag:cmd via an intuitive, engaging interface designed in Adobe Flash CS4 Professional and Adobe Flex Builder software. Through a custom workflow engine created in and powered by Adobe ColdFusion software, Tag:cmd prompts participants to open tasks and review, comment on, and approve assets related to campaigns.

Throughout each review cycle, Adobe LiveCycle Reader Extensions ES enables reviewers to access and comment on PDF files in the system using free Adobe Reader software—alleviating the need to review files in native applications. In addition to automating review cycles, ColdFusion tracks jobs, including job costing, production schedules, and fulfillment documents in PDF.

“With ColdFusion and Flex, we were able to achieve rapid application development and an engaging user experience—all while easily supporting all of the different media and file types we handle—PDF, video, and more,” says Rutter.

A cohesive, integrated solution

For clients in heavily regulated industries such as pharmaceuticals and financial services, Adobe LiveCycle PDF Generator ES software is used to automatically transform key documents related to marketing campaigns—proofs, spreadsheets, and text files—into standard format, non-modifiable PDF files. The PDF files become part of a comprehensive archive, now comprised of many millions of pieces, that clients can call up for audits that check for messaging consistency and marketing claims.

“We first became interested in LiveCycle ES solutions because they integrate perfectly with Adobe Reader and Adobe Flash Player—so we could enable online electronic reviews using free software solutions with tremendously high market penetration,” says Daniel Rowe, product director for Tag Worldwide. “Then we saw how well LiveCycle ES solutions integrated with the full Adobe ecosystem, from Adobe Creative Suite 4 used to develop creative assets to Flex for interface development and ColdFusion on the back end—and that made the decision for us.”

Concrete benefits for Tag

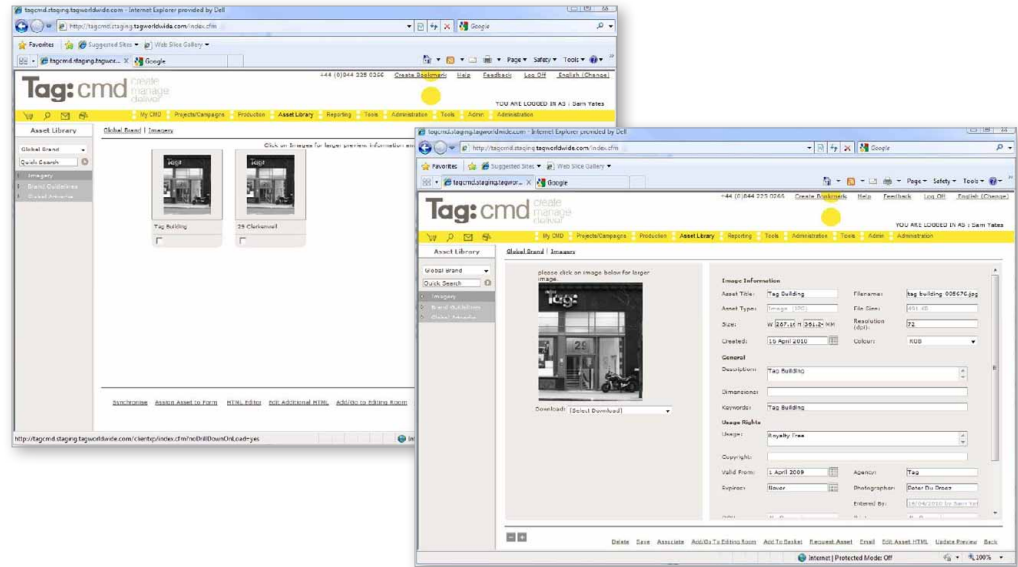
For Tag, Tag:cmd has become a major differentiator that sets its services apart. Tag:cmd enables the company to work more efficiently so the agency can take on more work from booking through to invoicing. And, Tag is more profitable because the business can grow without increasing headcount.

“The fact that we have a global enterprise solution that helps us manage the production process gives us a competitive advantage and a unique selling point,” says Russell. “With Adobe solutions, we were able to create a market-leading product that yields tremendous benefits that we can pass along to our clients at relatively low costs. If we had developed our own proprietary solution, we would have had to factor that cost into Tag:cmd.”

ROI for clients

Among the benefits for clients, Tag:cmd offers centralized control of artwork, solid production cost efficiencies, and improved time to market. Today, nearly 50 global enterprises and up to 70,000 users tap into Tag:cmd to shape and review their campaigns, garnering tangible return on investment in the process.

One of the reasons Tag chose Adobe solutions is their ability to support various media types, including PDF and video compatible with Adobe Flash technology.



Systems at a glance

- Adobe LiveCycle ES. Components used include:
 - Adobe LiveCycle Reader Extensions ES
 - Adobe LiveCycle PDF Generator ES
- Adobe Flash Platform. Components used include:
 - Adobe Flash CS4 Professional
 - Adobe Flex Builder
- Adobe ColdFusion
- Adobe Creative Suite® 4 Design Premium
- Adobe Creative Suite 4 Web Premium
- Adobe Creative Suite 4 Master Collection

“We can complete many tasks such as a review cycle in a few hours—something that previously would have taken weeks,” says Rowe. “That translates directly to time and money for us and our clients.”

For one Tag client, a large consumer electronics company with a catalog of products from various providers—each approving their content separately—Tag:cmd accelerated catalog production time by 30%. The result is not only faster time to market and faster time to revenue, but also annual savings through more efficient production—a major benefit to the bottom line.

Pharmaceutical and financial services clients using Tag:cmd are benefiting from faster time to market and cost savings as well. Clients in these markets have streamlined the process of undergoing audits and producing all of the correspondence and proofs related to marketing campaigns.

“Clients can now complete audits within a couple of hours—a process that previously took weeks,” says Russell. “Everyone saves significant administrative time that can be directed toward more productive tasks. If we and our clients save two weeks every time there is an audit, that can quickly add up to operational savings of tens of thousands of dollars in cost avoidance every time—and that’s a conservative estimate.”

From a security standpoint, clients run less risk of compromising their intellectual property. Creative assets are housed in the secure web-based Tag:cmd system, instead of being sent via overnight delivery or courier services. And, when final files are sent for production, they are sent as locked PDF files to help ensure security and output consistency.

Stay tuned

Looking ahead, Tag plans to introduce Adobe Connect™ software into Tag:cmd to allow real-time collaboration among various parties and enable teams to discuss and review comments on creative assets via more secure web conferencing. The agency is also moving toward integrating Adobe LiveCycle Rights Management ES software into the Tag:cmd solution to further safeguard clients’ sensitive information.

“We see Tag:cmd as a constantly evolving platform that is shaping the future of how marketing campaigns are developed and delivered around the world,” says Rutter. “Our alliance with Adobe has not only provided exceptional technology, but also credibility and a great sales tool that is a tremendous benefit to our business.”

For more information

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