



**Case Study:** Global provider of specialist pet food.

**Project:** Asset care and best practice artwork



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### The Objective

The client needed to ensure brand consistency whilst creating powerful communications around the world.

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### The Solution

Gecko were asked to design, develop, host and maintain a sophisticated Digital Asset Management system accessible via a company extranet. This cross-platform solution accelerates the creative and production workflow by breaking down barriers between internal staff and external agencies - providing powerful tools that can be used to automate notification, distribution and production on a global level.

Obviously in a highly competitive market, it is paramount that all data is fully password protected and secure. Also critical, is the strict checking process of artwork supplied by external creative agencies to ensure brand consistency and technical feasibility before being made available for download.

As the extranet is constantly evolving, Gecko notify all users of additions and changes by sending out a subscriber based branded email newsletter.

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### The Result

The solution dramatically streamlined the collection, access, production, distribution and archiving of the company's graphic media for advertising, publishing and corporate communications.

All files are instantly accessible worldwide, via a strict password protected area on the company extranet. The system ensures that all files are up to date and therefore brand consistent, reducing lead times for new product launches globally.

All files are held in one centralised location and can be accessed by all related agencies, subject to client authorisation. The result is that the implementation has led to 30% time savings overall and eradication of courier costs.