

How Freedman keeps Kodak's campaigns up to speed



Working with Kodak - THE FACTS

HOW LONG

2 years - since December 2004

HOW MANY PROJECTS

4,000+

WHAT WE'VE DONE

Minimised costs; improved quality and consistency; saved management time; speed up production; played an end-to-end execution role; on-time and with a simultaneous launch through retail channels

At the forefront of the digital revolution in photography and printing, Kodak is constantly launching new products into a hectic market place. Digital cameras, for example, can have an extremely short shelf-life. So, how does Freedman make sure that marketing support arrives on time, every time for this fast-moving international brand?

THE PROBLEM

The central marketing team of Kodak Europe, Africa and Middle East Region (EAMER) has a demanding job: to co-ordinate a fast supply of consistent brand communication for regional resellers. That's across 35 countries. In no fewer than 22 languages.

Until December 2004, with local teams often using their own agencies, costs and effort were sometimes duplicated. Worse: local launch and direct marketing

materials were being produced with different logos, colours and incentives. Could Freedman help to project-manage a way out of marketing delays, duplications and inconsistencies? Kodak EAMER decided to find out.

THE SOLUTION

Kodak EAMER already had a trusted roster of designers, studios and distributors in place, so it was down to Freedman to co-ordinate these disparate suppliers within a new structured, time-conscious framework. But with Kodak constantly launching new digital cameras, printers and Kiosk products – not to mention media materials and demonstration days – how could the end-to-end process be fast, efficient and economical every time?

Freedman used workflow technology and its own international marketing experience to mastermind a new, best-practice way of producing localised collateral for Kodak. This includes a detailed 'roadmap' of all forthcoming marketing communication projects.

THE DETAIL

With a detailed creative brief and budget from the client's central marketing team, Freedman ensures each project starts on time. As well as chasing every stage of the project and necessary approvals, we check artwork, negotiate with suppliers, liaise with translators – and, of course, Kodak's local marketing teams – and manage distribution.

So, how regularly does this happen? Well, in under a year, more than 2,000 projects have been completed. In fact, seven new projects are started every day.

And what of those cost duplications? All under control: while building up a stock of marketing materials, Freedman identified the need for an online catalogue of available items. We went on to manage the design and day-to-day running of this virtual store, which now puts more than 2,500 assets – complete with real-time pricing information – at the disposal of Kodak's marketing teams.

Each new item produced is now uploaded here into the appropriate category, and can be downloaded or ordered, customised and proofed online by local teams. The right quantities, at the right time – ready for print or printed on demand.

ADDED VALUE + EFFICIENCY

- Brand communication is now consistent across EAMER.
- Time to market is much faster: projects are typically completed in seven weeks, not three months.
- Centralised control keeps costs down; easily customisable materials give local markets more flexibility.
- Overall below-the-line spending been cut by almost 20% from April to December.
- Structured, fail-safe processes = more controlled, targeted, cost-effective international marketing.
- Constant take-up of the online tool = economical use of existing stocks with no cost duplication.