

Case Study

Delivering Results

The Procter & Gamble Story

The Challenge

- » Processes involving five major global agency networks providing creative services and two further global media agencies
- » No economies of scale or transparency of costs
- » No central production and distribution systems - manual processes provided by their many agencies which was expensive and difficult to control

Adstream's Approach

- » Automated distribution workflow for Broadcast Assets across Europe
- » Enabled Print Studio tools, validation and distribution across Europe
- » Implemented comprehensive Digital Asset Management system storing Broadcast and Print final assets

Value Achieved

- » Access to full reporting allowing transparency of all final delivery activities.
- » Achieved up to 50% savings against current practices in majority of cases.
- » Unified archive and library of all distributed materials, offering all agencies and stakeholders a centralised source to find and retrieve media and production assets

What Our Client Says



“ Adstream has proven to be not only efficient and pro-active (...) but innovative and ground-breaking in its quest to deliver solutions to our DAM needs in Western Europe and globally. *Jeremy Tetley, Director of Advertising Promotion, P&G* ”

Why Adstream Adstream is the world's leading provider of advertising technology solutions that connect brands, media owners, agencies and production companies by streamlining their business process throughout the advertising cycle, enabling higher efficiency, transparency and profitability. Our team, based in 20+ international offices, serves more than 5,000 clients in 90 countries, worldwide.

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