

Case Study

Delivering Results

The Nokia Story

The Challenge

- > Communications fragmented across 12+ agencies and 120 local offices.
- > Lack of dedicated process or tools to distribute and share files, impacting negatively in the consistency of brand application.
- > No central storage for assets that could be accessed securely by Nokia and agency partners.

Adstream's Approach

- > Implemented centralised asset storage management tool with comprehensive meta-data including usage rights.
- > Enabled structured and auditable workflow for distributing, sharing and approving media assets across all locations.
- > Agency agnostic solution, providing secure user rights between agencies and all its stakeholders.

Value Achieved

- > Increased speed to market, global to local in 7 days.
- > Enhanced quality control and brand consistency by allowing 100% approval on all final creative.
- > Demonstrated 30% to 40% cost-savings across storage and delivery.
- > Increased visibility and transparency of entire distribution process supported by monthly reporting across all activities, usage and locations

What Our Client Says



“ Adstream is highly responsive and very strong on customer service - besides being a pleasure to work with. The monthly reports are very insightful and we have never had such detailed information to work with. Jackie Power, Head of Procurement, Nokia ”

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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