

AD GIANTS POWERS ADVANCED WEB-BASED MARKETING SOLUTION WITH QUARK WEB-TO-PRINT SYSTEM

The ONE System Allows for Dispersed Marketing and Sales Teams to Access, Customize, and Order Brand-Controlled Marketing Material Quickly, Easily, and Cost-effectively

Across the board, today's marketing departments and advertising agencies face increasing pressure to do more with less. Customer communications must be personalized, advertising must be timely and regionalized, and brand integrity must be maintained. With limited resources, how can corporate marketing departments serve the disparate field offices and sales agents that drive company revenue while keeping production costs under control?



This is a question that Ad Giants, a Dallas, Texas-based leader in marketing technology, has answered since its inception. With a leadership team steeped in the advertising industry, Ad Giants understood early that the demands on marketing departments and advertising agencies would only intensify, especially as consumer demands continue to dictate more personalized communication and targeted advertising.

One of the barriers keeping marketing and advertising teams from working as efficiently as possible to help field sales teams communicate with consumers for optimum results is outdated publishing tools and processes that tend to be manual, slow, and error-prone. The tools do not allow for automation, require costly distribution, and offer limited personalization. In addition, today's marketing departments don't have the time or resources to re-design or update marketing material quickly enough for each sales team they serve.

As visionaries within the world of advertising, Ad Giants realized that these universal challenges, faced by corporate marketing and communications departments as well as advertising agencies, could be addressed with emerging Web-based technologies that streamline the traditional marketing workflow to increase efficiency and profitability.

To develop the ideal Web-based marketing solution, Ad Giants sought out technology from leading publishing software experts such as Quark® to develop a production-centric marketing system that features control and customization at its core. In 2007, Ad Giants introduced a new version of their Web-based marketing system — the ONE System — built on Quark technology, including QuarkXPress®. Now the ONE System leverages the power of Quark Web-to-Print System™.



AD GIANTS

www.adgiants.com

CHALLENGES

- Reduce costs of producing high-design advertising and marketing materials
- Increase incremental revenue opportunities for large, distributed companies, small franchises, and advertising and marketing agencies
- Help corporate offices and agencies easily maintain brand integrity across many field offices and users

QUARK SOLUTIONS

- Quark Web-to-Print System
- QuarkXPress

RESULTS

- Professionally designed templates can be accessed from an intuitive user interface that controls brand integrity while allowing for a significant degree of customization
- Field offices and remote users can access approved advertising and marketing materials on-the-fly
- Significant decrease in time-to-market by reducing the man-hours required for versioning and internal marketing approval processes by 50 percent
- Savings of up to 75 percent by eliminating the need for costly versioning and asset management processes

The ONE System

The ONE System is a custom system created for each Ad Giants' customer's unique marketing needs. Primarily designed for franchised or decentralized organizations and advertising and marketing agencies, the Web-based software lets marketing professionals quickly find, customize, and order print materials such as ads and brochures. The system is designed to streamline production workflow processes while protecting a company's brand.

The ONE System is used by enterprise-level clients who have primarily franchise-based or distributed business. It is also used by young franchises and advertising and marketing agencies. These types of organizations choose the ONE System because it maintains brand consistency, improves production efficiency, ensures accuracy, and — because it is a SaaS (Software as a Service) solution that does not require an IT staff — enables immediate cost savings.

Quark Technology Enables Software as a Service

Ad Giants aimed to build a system that allows designers to create print templates that can be used across an entire product line, as well as advertising templates that can be scaled to fit all print and Web opportunities. Access to templates needed to be user-friendly and intuitive, and the system needed to output final material on demand. With a qualified history in graphic design and publishing software — at both the design and production levels — Ad Giants called on Quark for two crucial components of the ONE System.

“Quark Web-to-Print System allowed us to create an easy-to-navigate solution.”

— Karl Woolfenden
Director of Sales and Promotions, Ad Giants

At the heart of the ONE System is the template, based on QuarkXPress. Templates help control brand requirements. “We integrated QuarkXPress and Quark Web-to-Print System into the ONE System because both technologies allow our client base — our agencies and designers — to create templates using their preferred tool, while enabling users with no previous design experience to customize templates for their particular location or business requirements through the Web,” said David Farmer, Ad Giants Founder and CEO.

As a leading design tool, QuarkXPress offers designers all the functionality necessary for rich design, including second-to-none typographical control, opacity control, type on a path, and hanging punctuation. The ONE System's advanced templating tool, based on QuarkXPress, allows designers to create templates very quickly. They can design, edit, and instantly preview a template, then save the final version and check it into the system.

“When pitching to customers, there is a real comfort zone with QuarkXPress,” said Farmer. “Our philosophy is that software is a service. We provide a self-administered system that is user-friendly and industry-friendly, so QuarkXPress and Quark Web-to-Print System were a natural choice.”

Quark Web-to-Print System is an easy-to-deploy, highly configurable solution that lets anyone customize design-rich documents using a Web browser. It offers companies the ability to give sales and field staff, partners, and other remote users the ability to easily create customized versions of marketing materials, while protecting brand elements such as logos, layout, colors, and fonts. It powers the direct editing capabilities within the ONE System, as well as the highly customizable e-commerce-style user interface.

“Quark is a big partner of ours, and Quark technology has been critical within the ONE System store. Quark Web-to-Print System allowed us to create an easy-to-navigate solution that allows a user to search for a template by keywords, dates, categories, library, or subscription codes,” said Karl Woolfenden, Director of Sales and Promotions at Ad Giants.

Accessible and Customizable Marketing Material

The ONE System makes it easy for any member of a field sales or marketing team to access company-approved advertising and marketing material via a Web-based portal. The templates made available through the Web system follow corporate brand requirements.



If you want to learn more about this particular success story or about how Quark's products and solutions might benefit your business, please visit quark.com or contact us by email or phone using the contact details provided below. If you are interested in having your own success story published by Quark, please contact Quark's PR team at pr@quark.com.

Elements such as logos and taglines can be locked down, while allowing for other text fields and images to be personalized and customized to suit the marketing needs of each user. This saves significant time and resources because it eliminates the need for manual rework by the corporate marketing team.

The average cost savings for clients using the ONE System revolves around two components — time and versioning. The system increases the speed at which clients can get to market by reducing the man-hours needed to deliver final marketing material by up to 50 percent. In the same vein, the system saves clients more than 75 percent of the costs needed to manage the versioning processes that are typically required. Besides time and cost savings, clients benefit from increased accuracy and brand control. Providing field sales and marketing teams with the right implementation of material at the right time, in the right sequence, makes a significant impact on the success of the overall marketing plan.

When logged into the ONE System, which is branded and tailored for each of Ad Giant's customers, a user searches for the type of template needed. Users choose from templates that are designed with QuarkXPress, and are able to view thumbnails that include detailed information about the size of each template.

A step-based process helps the user to know exactly what he or she needs to do to personalize and customize the template. When customizing a template, users are able to manipulate text and image fields as directed by the corporate office. Once a user finishes customizing headlines, text, and images, the user can preview the new advertisement (which is rendered in real-time), and if happy with the final product, the user can either download a PDF or send the file to a print vendor to fulfill the order.

"Once a template is created and approved by a corporate office, marketing department, or agency, the workflow is easy and extremely cost-effective," said Woolfenden.

Save Time and Cut Costs

By offering a complete production system that manages the workflow from design, content creation, and collaboration through automated multi-channel publishing, Ad Giants is able to:

- Save clients as much as 75 percent of the costs required to manage versioning processes
- Reduce the number of man-hours required to get marketing communications in front of potential customers by 50 percent
- Speed the time it takes for field sales and marketing teams to reach customers with timely, compelling, well-designed, and brand-controlled marketing and advertising materials

"What Ad Giants is doing today gives us a picture of the future of marketing in terms of making it easy and quicker to create brand-controlled marketing and advertising — whether used by a small company, a large company, or an agency. With the ONE System, companies can quickly distribute brand-controlled advertising and marketing material to people in the field, who can then access and customize it without training. It saves time and costs and is ultimately far more effective than the processes that many marketing departments use today," said Nick Howard, Director of Enterprise Products for Quark.

North America
 Quark Inc.
 1800 Grant Street
 Denver, CO 80203
solutions@quark.com
www.quark.com
 +1.800.676.4575
 +1.303.894.8888

Europe
 Quark Media House Sàrl
 06-408 Strand
 London WC2R 0NE
 United Kingdom
solutionseu@quark.com
 +44 (0)20 7632 5608

Asia
 Quark India Pvt Ltd.
 A 45 Industrial Area
 Phase VIII B Mohali 160059
 Punjab, India
solutions@quark.com
www.quarkindia.com
 +91.172.2299.131

Japan
 Quark Japan K.K.
 West 248 bldg.
 2-4-8 Ebisu-nishi
 Shibuya-ku, Tokyo
 150-0021 Japan
SolutionsJapan@quark.com
japan.quark.com
 +81-3-3476-9440

