



**Problem: How do I manage
the complex approval process
for multiple media spots?**



Solution #178
Use a tailor-made ZOOcore system to
bring order to the chaos

Major Film Studio Advertising Approvals

Business Background

This major diversified international family entertainment and media enterprise needed a better way to manage the pitching, creation and approval process for all the advertising that is carried by this organization's media channels, for their own and external brands.

Previously, the different teams had used a combination of spreadsheets and emails to pitch ideas, share visuals and media, review, discuss and track the whole process.

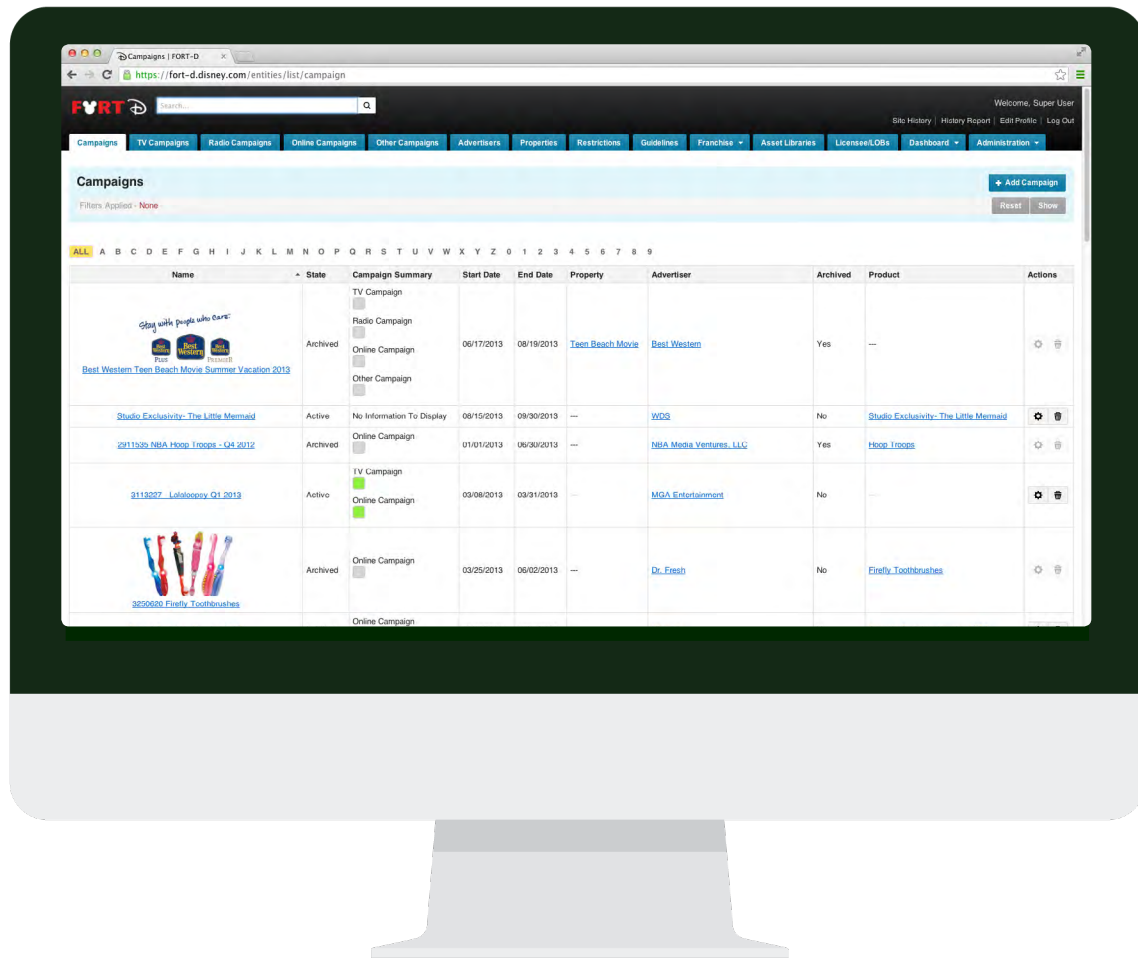
With many different groups at headquarters involved in these projects including IT, Legal, Finance and brand working with many people involved in Franchises, Online, Radio and TV are spread across the USA the complexity was creating many problems:

- There wasn't one consistent view of the status of each project
- Much time was taken with manually updating spreadsheets, and emailing around to chase the status of each advertising project.

The Requirements

Four different groups within the organization collaborated on this project: Franchises, Online, Radio and Television. It was driven by the groups of approvers, who wanted a better way to view, comment and grant approvals for advertisements and spots across the different media channels.

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- The internal account managers wanted to be able to use the system to pitch their ideas for advertisements and special sales promotions.
- Legal, branding, marketing and other gatekeepers needed a system where they could see all the pitches, creative concepts and advertisements that need their attention. They wanted a system they could use to view documents and creative media, to provide their feedback and to give approval.
- Administrators needed a system to manage the process, seeing each pitch through to a conclusion. They needed to be able to track all the proposals, the creative media, the feedback and the record of approvals.

The Solution

ZOO built a customized cloud-based workflow system that exactly replicated the existing workflows. The system was built to meet the specific requirements of around 250 users, about half of whom have approver roles (brand managers, marketing managers, legal, etc.)

- ZOOcore provides a single place where every proposed advertising spot can be reviewed, comments left and approval decisions recorded.

- Account managers in all the different radio stations, TV channels, etc. have a simple mechanism for pitching their clients' ideas and being updated on progress.
- The ZOOcore system encapsulates their workflows. That is, it automates the decision-making when different combinations of people approve or reject an idea.
- The ZOOcore solution gives everyone a quick and easy way of sharing and viewing all the media they need to make their decision. It tracks versions clearly and keeps comments, etc. attached.

In the ten months that the system has been in use, a huge number of proposals and ad spots have been created in the system. These vary between complex, multi-platform campaigns and simple ad spots for local radio.

“ZOOcore provides a single place where every proposed advertising spot can be reviewed, comments left and approval decisions recorded.”



Find out more

To find out how your organization can localize content more efficiently, contact our ZOOcore team.

North America

☎ +1 (310) 220-3939

Europe

☎ +44 114 241 3700

Software-powered services for creative organizations

ZOO is a new generation provider of services that works with leading content owners and creative organizations to enable the delivery of media content globally, faster, and for less investment.

We offer highly efficient approaches to creative media production through the use of Cloud computing combined with talented people. This means that our customers can select the combinations of services and technology that best enable them to respond and react to ever-changing market dynamics.

We tailor our offering for each client to deliver quality and efficiency resulting in greater productivity and shorter time to market at lower cost.

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